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Vol. 28

MONDAY, JANUARY 25, 1960

No. 4

NKOAAnnounces Swim Magazine For Retail Stores

The market for swimwear has a far greater potential than has thus far been realized, Sidney S. Korzenik, executive director and counsel of the National Knitted Outerwear Association, points out in the lead article of Swimwear Merchandising, pocket-size annual magazine published by the Swimwear Division of the Association for swim suit buyers. More than 5,500 buyers of swim suits across the country have received the publication in the past week.

Mr. Korzenik's views on the swimwear market are contained in an article titled, "Facts For Swimwear Planners." Current swimwear production, he said, "is still quite small compared to its potential. There are only 45 million swim suits sold this year for a total population of approximately 175 million."

Cites Trends

"It is quite apparent," he continued, "that the trends afecting swim suit sales such as he development of suburbia and travel, can have affected only a relatively small segment of our total population. The reat mass of the population nust be deemed to provide a market with far greater poten-ial which remains to be realized the standard of living rises and the trends of the 50's deeloped a broader application." The new edition of Swimwear Merchandising in addition to an atensive style section incorpoates expanded sales training naterial designed for ready use swim suit buyers at training



Knitwear and general merchandise wholesalers flocking into the New York Trade Show Building yesterday for the opening 13th annual fall market week of the Knitwear Mill Representatives Association. The merchandise show will run until Thursday.

sessions for sales personnel in their departments. Most of the material is arranged in chart form

Among the subjects covered in the sales training section of the new Swimwear Merchansing edition is data on natural and synthetic fibers used in both woven and knitted swim suits; the details on the various types of stretch filament yarns in current use in the manufacture of swimwear and complete information on both natural and synthetic elastomers. The section devoted to the latter gives up-to-

the-minute data on Vyrene, U. S. Rubber Company's new polyurethane elastomer, and Lycra, the DuPont Company's elastomer of the same chemical material.

Following the fibers and yarn section the sales training portion of Swimwear Merchandising includes a number of charts on the difference between knitted and woven fabrics for swim suits, a glossary of fabric terms and a similar dictionary of construction terms. Information on basic silhouettes, bodice and skirt treatments then follows.

KMRA Show

Buyers Flocking To Mart Opening

Heavy buyer registration marked the opening yesterday of the 13th annual fall and winter market week of the Knitwear Mill Representatives Association at the New York Trade Show Building. The show which will run until Thursday, highlights lines from 31 sales agencies representing close to 150 outerwear knitting mills. The lines on display include men's and boys' sweaters and sweater-shirts, ladies' sweaters and infants' and children's knitwear.

Tomorrow evening the knitwear manufacturers' representatives will play host to visiting wholesalers at a dinner party in the Terrace Room of the Hotel New Yorker. Members of the organization's governing executive board will be introduced at the affair.

Re-election of the incumbent board was scheduled to take place at the group's annual meeting on Saturday. Harry Hammerman of the sales agency bearing his name is the incumbent chairman.

Other members of the board include William H. Neilson, Suffolk Sales Co.; Sidney Caron, Falk & Caron; Herman Heller; Abe Krauss, Krauss-Fels Co.; David I. Schwartz, Sportknit Sales Co.; Edward Oxenfeldt, Oxenfeldt, Rouder & Levenson; and Harold L. Newman of Harold L. Newman

A record number of wholesalers from all sections of the (Continued on Page 51)

SPECIAL ISSUE: KMRA Fall Market Week

Here's your ticket to 1960 sweater volume



The big volume is in the big, bulky look. It's the look athat leading knitters get with SPUN-GEE turbo Orlon.

SPUN-GEE sweaters have the soft, lofty, luxurious hand of wool...plus the easy-washing, quick-drying advantages of Orlon.

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TIMES

Knitted Outerwear Times

Published by National Knitted Outerwear Association, 386 Park Avenue South, New York 16, N. Y. MUrray Hill 3-7520. Subscription Price (including the Yearbook Edition)—\$10 per year in U. S. A. \$15 per year in Canada and foreign countries.

The Knitted Outerwear Times being the official publication of the National Knitted Outerwear Association, is exclusively devoted to the dissemination of information, the exchange of opinion, the stimulation of trade, and the general improvement of the knitted outerwear industry in accordance with the Association's basic objectives as expressed in the preamble of its by-laws.

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KMRA Fall Market Week

Brisk Across-The-Board Buying Forecast

By CHARLES REICHMAN, Editor

MOST selling agents participating in the 13th annual fall and winter market week of the Knitwear Mill Representatives Association which opened a four-day run yesterday at the N. Y. Trade Show Building are hopeful of shattering the impressive sales totals recorded at last year's event. In a pre-show poll of opinion on sales

prospects at the market week, 50 percent of the mill representatives queried indicated that they expect their order books at the closing to register dollar and unit sales in excess of the figures tallied a year ago. The majority look for a sales increase of almost 15 percent, although a few predict a hearty 25 percent upsurge in the amount of business to be written this week.

While some of the ebullience displayed in the survey responses may be dismissed as the proverbial optimism usually evident on the eve of a market week, it is significant that only 10 percent of the selling agents surveyed were glum regarding the sales outlook at the show. The remaining 40 percent either refused to hazard a guess or noted that the number and size of the orders written at the current event are figured to remain about the same as at the previous year's fall market week.

Few Pessimistic

Of the slim minority who ticked off a downturn on their survey forms, none, it is interesting to note, anticipated that the order tally at the show would dip more than a few percentage points. Five percent was the highest figure cited by the few looking for a volume drop; most of the estimates hovered around two or three percent.

The overwhelmingly optimistic majority among the selling agents are pinning much of their hopes for increased sales on the fact that wholesalers generally are in an extremely liquid inventory position, with stock carryovers light or virtually non-existent. Wholesalers coming to the show this week are therefore expected by the mill agents to plunk down somewhat healthier initial orders than they would under ordinary market circumstances. The wholesalers, too, the selling agents believe, will want their goods delivered earlier than last year.

Cite Demand Picture

Aside from the wholesalers' healthy open-to-buy position the selling agents are banking upon a number of other developments to thrust their sales above last year's peak levels. Chief among these factors is the strong nation-wide demand picture for knitwear, especially in men's and boys' sweaters and sweater shirts. If the current demand pattern continues, the selling agents anticipate that their mills may, in fact, be hard pressed to meet delivery commitments, not so much on initial business as on

In virtually all cases the lines being offered at this year's show are more extensive than the ones introduced at the parallel event last year. Only a bare handful of the exhibiting mill representatives-10 percent to be exact -are showing lines that are smaller or on a par in size with those that they presented at the preceding annual fall market. On the average the lines appear to be roughly 25 per cent bigger, with the spread ranging from five percent at the low end to 50 percent at the other extremity.

The pre-show survey also disclosed some interesting data on the favored styles and featured fibers in the selling agents' lines.

Price Trends

Except for knits made of textured filament nylon yarns, most of the lines are higher in price than they were a year ago. The steeper price tags are confined for the most part to lamb's wool and worsted items and to a few Orlon numbers. The reduced price tags are found chiefly in ladies' Ban-Lon sweaters and men's textured filament nylon yarn sweater-shirts.

The increased prices being asked for the wool numbers are largely a reflection of advancing wool yarn costs. The jacked-up prices for the Orlon numbers also are said to be mainly the result of a bullish raw material situation.

Sweater prices generally are up on the average of about 10 percent as compared with last year. In some cases numbers have moved from one price range to the next higher one; in other instances the jump is over two price ranges.

Item Increases

Typical among the upward price revisions are a \$3 per dozen increase in the price of nine and 10 pound staple coat sweaters and a \$4.50 per dozen price jump on a 2½-cut rib bulky garment knitted of 50 percent lamb's wool and 50 percent Orlon. Other changes include quotations of \$42 a dozen for shawl collar pullovers and \$54 a dozen for shawl collar coat sweaters which formerly sold, respectively, for \$39 and \$51 per dozen.

In the higher brackets, some increases are reported, although one prominent mill representative handling the more expensive numbers said that his prices remain untouched. He indicated, however, that higher price tickets may be called for later in the season to meet stepped-up

yarn costs.

Composition Of Lines

The overwhelming number of lines being shown are in the men's and boys' category. Ladies' sweaters, never one of the major product lines exhibited at previous KMRA shows, receive even less attention at this year's event. This does not mean to say, of course, that no ladies' sweaters' offerings are available. However, wholesalers will not encounter in their tour of the various sample rooms the big name primary market resources for ladies' sweaters that formerly had been KMRA market week exhibitors.

Ladies' Knits

Featured among the limited ladies' sweater lines on display are bulky rib knits in wool and high-bulk Orlon; napped and sheared interlock Orlon slipons and cardigans; fur blends; and full-fashioned and interlock textured nylon sweaters. The

(Continued on Page 5)



Selling Agents: Stanley Porter, New York City • Pfizenmaier & Kirkland Co., Boston, Mass. • W. J. Miller, Philadelphia, Penna.
C. L. Miller & Sons, Utica, N. Y. • Anthony, Cheatham & James Yarns, Inc., Burlington, N. C. • D. F. Swain Co., Chicago, III.

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latter assume somewhat diminished importance in the current primary market lines largely because of the sharp price competition that has characterized this merchandise this past season. However, one producer reportedly will attempt to stand aloof from the competitive battle in texured nylon knits by offering an entirely new group of numbers featuring screenprinted designs.

The napped and sheared Orlon interlocks in ladies' sweaters look promising for the upcoming fall season, and mill representatives offering these plush knit numbers are hopeful of writing some sizeable business. However, there are fears among the more reliable resources that price haggling may mar what looks like an otherwise bright outlook for these items.

Men's Sweaters

In the men's and boys' sweater lines, pullovers enjoy a slight edge over cardigans. Some lines, of course, emphasize the former over the latter and vice versa. but on the average, according to the advance poll of the exhibiting mill representatives, pull-overs represent about 55 percent of the lines and cardigans the balance of 45 percent. In cardigans, the formerly popular low-holer Como coat has been eliminated from virtually all offerings. In its place the mill representatives are highlighting the new five- and six-button coat sweater.

Surface interest is strongly underscored in practically every men's wear line. This takes the form of jumbo rib stitches, brushed effects and tone-on-tone color and pattern motifs. The big stitch constructions are especially significant. In response to

TRENDS AT KMRA SHOW

Ladies' Sweaters—The limited ladies' sweater collections offered stress burushed wool and Orlon numbers; napped and sheared interlock Orlon cardigans and pullovers; classic fur blends. Wool is highlighted to a much greater extent than at any previous show in all lines.

MEN'S AND BOYS' SWEATERS—Wool is by far the major fiber, although Orlon remains in the limelight, largely in blends with the protein fiber and with mohair. Style interest appears to be centered on bulky rib knits. Both pullovers and cardigans in the jumbo stitches sport the shawl collar more often than other neckline treatments. However, attention is directed to the windjammer and V-necklines as possible style leaders later in the season.

a question on whether their lines include more, fewer or the same number of rib bulky styles in men's knits as they presented at the 1959 show, 70 percent of the selling agents reported that their lines included a greater number of those models. None said that they were offering fewer, and the remaining 30 percent reported that there was no change in the number of bulky rib knit styles being shown.

Most of the selling agents, too, reported in their survey responses that they were presenting a larger number of brushed knit styles than a year ago. The exact percentage which replied this way was 55 percent. Only 10 percent said that there is no change in the number of brushed items in their lines, while 35 percent reported a decrease in the line-up of brushed models in their collections.

Shawl Collar Leads

The favored neckline treatment in men's sweaters is the shawl collar. This neckline style is used on 45 percent of the selling agents' lines, according to the survey. Next in impor-

tance is the boat neck, or to be more exact, the new windjammer version of this neckline treatment. The V-neckline is surprisingly strong in most of the lines. It represents, according to a tally of the poll responses, over 15 percent of most of the lines. In some instances, however, the V-neck is found to account for 25 to 35 percent of the numbers in a mill representatives' line.

Many of the manufacturers' agents characterize sweaters sporting the V-neck in either the low or high V version as being the style dark-horse of the current show. By closing time on Thursday, a number of selling agents expect that the volume of initial V-neck bookings may force the mills to accord greater emphasis to this style. In fact, some tradequarters see the V-neck replacing the boatneck in popularity.

Colors

The color palette in the new men's and boys' sweater lines is a far brighter one than last year. Although gray, in the form of light Oxford, Cambridge and charcoal, is still prominent in many of the offerings, the biggest play, color-wise, appears to be given to olive and gold and to grape and gray combinations. The color mixing of grape and gray, olive and gold, and gold and black is interpreted in neckline and trim stripes, overall tone-on-tone patterns and in the form of marl and double-and-twist yarn treatments.

Fiber Trends

Wool definitely occupies a more prominent spot in the 1960 fall lines. Use of Orlon shows relatively little change. Some representation is given to the other synthetics but their use appears to be sharply limited, at least in the initial primary lines.

More than three-quarters of the manufacturers' representatives who answered the KNITTED OUTERWEAR TIMES questionnaire reported that use of wool is up in their lines. The fiber line-up in men's and boys' sweaters, as disclosed by the poll, is as follows:

	% of Total Line			
Fiber				
Wool	60			
Orlon	30			
Other fibers	10			

Actually, the wool fiber is somewhat deceiving for it comprises in addition to quarter-blood and other grades of mature sheep's wool, lamb's wool and mohair and other hair fibers. The Orlon figure no doubt includes a certain portion of garnetted acrylic fiber but it is doubtful whether it encompasses the Orlon component of blends with wool, mohair and other fibers. The other fiber category is a general catch-all classification

Roster Of Exhibitors, 13th Annual Fall Market Week, January 24-28 KNITWEAR MILL REPRESENTATIVES ASSOCIATION

Exhibitor Room	Exhibitor Room	Exhibitor Room	Exhibitor Room
Abrahams, Joseph 617		Levy, Arthur, Associates 612	
Bernstein & Drescher 645	Heller, Herman 602, 623	McMurray, Donald F., Co 624	Soblick, I., Inc 649
Black & Brand 605		Merchants Mart 646	
Clark & Biers 615		Newman, Harold L 620, 622	
Falk & Caron631, 632		Oxenfeldt, Rouder &	
Feinstein, Murray 648		Levinson637, 643	
	Noschkiantz	Parker, Abe 634	
Finegan & Kirkpatrick 635		Resco Sales Co 652	640, 642
Gottlieb, Edward 651	Krauss-Fels Co 619, 621	Sales Agents, Inc	United Sales Co 647

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KMRA Fall Market Week

Textured Bulkies In Fashion Colors Set Style Pace

By DORIS K. DIAMOND & MYRNA MACHLIS

BULKIES come in for the lion's share of attention in men's and ladies' fall sweaters offered to the wholesale trade by members of the Knitwear Mill Representatives Association, who are this week exhibiting their wares at the New York Trade Show Building.

The coarse gauge bulkies are dramatized, particularly in men's lines and correspondingly styled boys' models by beautifully defined texture and novelty stitch constructions. The combination of two contrasting stitch treatments is a frequently seen, and laudable, device.

The sweater composition line up is fairly diverse. It includes lamb's wool and Orlon blends, all wool, all Orlon, Shetland, worsted zephyr and Textralized (Ban-Lon). Fur blends are utilized in misses' fine gauge novelties. In sweater-shirts a similarly wide array is offered. Cotton, with some assists from Acrilan, constitutes knit shirt make up.

Color Emphasis

While gold and olive continue to occupy an important color niche, news is being made in masculine offerings by the so-called vintage shades: grape, a medium blue and Chianti red, all rich tones. Various grays and some clear red and tan are also featured. Heather and, perhaps even more exciting, marl treatments get a good deal of play.

Color contrast effects are well liked and much utilized in men's knits. The marls, for example, emerge important as trim devices on otherwise solid sweaters. One- and two-tone striped decorations are highlighted in novel new neckline border effects. Wider versions of edge trims are also noteworthy.

In feminine sweaters, white still appears of primary importance in bulkies. The heather tones are persistently popular. New notes are struck by stone

green, lilac, willow and honey. Style Trends

Style trends in men's sweaters are set along fairly clear lines. Shawl collars are important in both cardigans and pullovers. Other pullover favorites are the boat neck, with perhaps lapping or button trim at the shoulders; and high fashion Continental inspirations of the V-neck, set

quite high or very low and smart when bordered with contrasting stripes.

The high-closure, often sixbutton, V-neck cardigan gets further billing. Zip front cardigans with collars that convert to turtlenecks, with shawl collars or with crew necks all are making inroads. Very new and quite notable are cardigans with a distinctly Continental flavor created by cut away hemline and slash pockets.

Collars and plackets seem to hold the position of classic neckline treatments in both knitted shirts and sweater-shirts. Shawl collars, Continental treatments, boat necks and Mandarin collars, a new note, provide diversity.

Feminine Bulkies

Feminine bulkies tend toward the waistlength, or shorter cropped, cardigan style. Intricate stitch and collar novelty are responsible for the freshness of these numbers. Boat neck treatments find outlets in cardigans, as well as slipovers in misses' sweaters.

In addition to bulkies, there are a number of shaggy and napped and sheared fabrics utilized in misses' sweaters. Fine gauge sweater variations, carried by men's knitwear sales agents only in basic styles as a rule, seem to find most favor in this category as novelties. Tailored treatments with attention to collars are major offerings.

Bulkiness has infiltrated children's lines, even to the smallest size bootie sets. White and pas-

tels are consistent sales getters in these ranges for booties, sweaters and headwear.

Joseph Abrahams

Joseph Abrahams handles a range of sweaters in children's through misses' and men's and boys' sizes. The line is divided between a blend of 75 percent lamb's wool and 25 percent Orlon and 100 percent Orlon.

Collared cardigans are the primary styles in sizes four to 6X, six to 12 and 10 to 16 and 34 to 40. They are offered in 100 percent Orlon.

The men's and boys' range is concentrated about the lamb's wool and Orlon blend. Highlighted styles feature shawl collars, boat and crew necklines.

Bernstein & Drescher

Men's, boys' and ladies sweaters are available from this knitwear sales agency. Ladies' fullfashioned fine gauge classics and novelty collared models are offered in Ban-Lon and Orlon. Bulkies, in girls' sizes seven to 14 as well, are predominately white waistlength cardigans with collars such as shawls and boat necked pullovers. They are featured in Orlon, as are sheared and napped pullovers and cardigans.

Men's styles are generally echoed in boys' and juveniles' models. Prevalent compositions in long-sleeved sweater shirts are Orlon, Textralized and cotton. There are some full-fashioned models in the textured nylon. Shawl and fashion collars are highlighted. Gold and olive are major colors and lacey open work stitches are favored.

Bulkies come in lamb's wool, Orlon or a blend of 75 percent lamb's wool and 25 percent Orlon. Classics may also be had in Shetland.

Mack & Brand

The Black and Brand line for fall consists mainly of men's bulky knit pullovers and cardigans. Wool and worsted headwear is also available from this knitwear sales agency.

Sweaters may be had in 100 percent Orlon or in a blend of 75 percent wool and 25 percent Orlon. There are also some styles produced in 100 percent Shetland.

There is a wide range of style treatments afforded pullovers. Black and Brand offers them with boat necks, including lapped shoulder effects; shawl collars and V-necks. Among the most interesting of the V-neck models are those with wide low neck openings bordered by contrasting stripes.

The firm provides cardigans with shawl collars and V-neck-lines. The latter feature five-button closures.

In addition to solids, blazer striped treatments can be had. Highlighted colors are olive, gold, black, red, charcoal, light oxford and grape or wine. The last is utilized nicely in conjunction with gray.

Other offerings from this mill representative are in the head-wear range. Navy watch caps are available in all wool. There is also a range of knitted worsted headwar.

Falk & Caron

Falk & Caron offers a diversified range of men's and boys' sweaters, as well as a grouping of knits for misses and women. Boys' styles echo adult masculine fashion themes.

The fiber and yarn line up includes lamb's wool, a blend of 75 percent lamb's wool and 25 percent Orlon, zephyr and all wool.

Highlighted colors in the range are gold, green, charcoal, oxford, oatmeal, brown and blue. There are a number of novel two- or more tone combinations carried out, as well as self-color treatments.

Bulkies occupy a distinctly (Continued on Next Page)

Show Hours 13th ANNUAL KMRA FALL MARKET WEEK

New York Trade Show Building

Sunday, January 24 Monday, January 25 Tuesday, January 26 Wednesday, January 27 Thursday, January 28 9:00 A.M. to 9:00 P.M. 9:00 A.M. to 9:00 P.M. 9:00 A.M. to 5:30 P.M. 9:00 A.M. to 9:00 P.M. 9:00 A.M. to 6:00 P.M. notable niche in the line and are available in cardigan and pullover variations. Interesting texture effects and novelty stitch constructions are noteworthy.

Pullovers are styled with shawl collars and boat necks. The latter include crossover or lapped designs. Cardigans can be had either with shawl collars or Vnecks and six-button closures.

Feminine sweater possibilities center about collegiate pullovers and Hollywood coats. The former are produced in all wool and boast boat necks. The coat models are of worsted and come in sizes 38 to 46 and 48 to 52.

Nat Thrope & Co.

Men's and boys' bulkies, sweater-shirts and unusual vests comprise strong points of interest in the fall knitwear range offered by Nat Thrope. Lamb's wool and Orlon, as well as worsted, are notable compositions.

Thrope also features a range of Orlon interlock knits in Vneck pullovers, five-button vests and six-button cardigans.

Highlights of the lamb's wool and Orlon range are shawl collared cardigans and pullovers with boat necks, shawl collars or V-necklines. Both high and low V-necks come in for attention. Treatments are available with and without contrasting stripe inserts.

Cardigans and pullovers of coarse gauge bulky construction are also provided in worsted. Prominent styles are shawl collars and low V-necks. Multicolor striped borders make excellent decorative devices in the latter.

The sweater-shirts are provided in bulky types and make strong use of shawl collars. Vests, of lamb's wool and Orlon, come in a notably novel range of fabric treatments. Madras patterning and hound's tooth checks are among the highlights.

Colors predominating throughout the Thrope collection are gold, olive, charcoal, light oxford and medium blue.

Frank Koday, Finegan & Fitzpatrick, Inc.

Shawl-collared cardigans and pullovers are predominant in the Frank Koday, Finegan & Kirkpatrick fall collections of men's and boy's sweaters. Collar and placket styling pervades the knit shirt line. Sweater-shirts



Interesting two-style collar treatment is the highlight of the cotton knit shirt, left. Shawl collar is featured in the long-sleeved pullover, center. Both are by Arthur Levy Associates. The shaggy look is important in the horizontally striped brushed cotton shirt, by Abe Parker, right.

are also available from this source.

Loden green and gold are the colors of primary interest; willow green and the vintage shades are also important.

Low and high V-neck pullovers are significant, as exemplified in a bulky wool pullover in a vertical zig zag stitch. A lapped boat neck pullover features a vertical rib stitch body and cable trim outlining the raglan sleeves and neckline edges.

Textralized yarn as well as Orlon comprise a major portion of the interesting sweater-shirt group. Textured treatments predominate in both long- and short-sleeved models.

Worthy of particular notice is an Orlon sweater-shirt in collar and placket styling. It features a novelty stitch front and wide contrasting color trim around collar and placket.

A shawl collared sweatershirt, in an 80 percent Orlon, and 20 percent cotton blend is also featured.

Herbert Mills Associates,

Shawl collared pullovers and short V-treatments are the most important styles in the Herbert Mills collection. Shawl collared cardigans and six-button numbers are also noteworthy.

Bulkies are most prominent, although some flat knits are also incorporated in the collection. There is considerable emphasis on Orlon pile in the line and it is used in many numbers to excellent advantage.

The heather tones are featured for fall. Olive and black, blue mist, a blue and grape heather; a blend of green and gold; and heather combinations with brown highlights are of extreme importance. Gold, black, charcoal and surf green are the solids which are strongly emphasized.

Especially striking is a heather tone shawl collared pullover with long, low placket featuring three unusual imported buttons. Also in a marl treatment is a cutaway cardigan in a blend of 80 percent wool and 20 percent Orlon. This sweater features solid color trim outlining the Vneckline and rounded bottom. The slit pockets are highlighted by solid color leather trim, which can be laundered. The Continental touch is emphasized again through the side vent detailing.

A flat knit V-neck Orlon garment, which keynotes three-tone contrast V-panel, is also worthy of mention. A bulky high V-neck pullover in a 75 percent lamb's wool and 25 percent Orlon blend sports an insert split panel with tricolor vertical striping.

An Orlon pile front panel is the highlight of a shawl collared cardigan. The knit back, collar, sleeves and slit pocket trim are in a contrast color.

Kautman, First & Rosenkrantz

Fur blends, Orlon and Textralized yarn are of primary importance in the misses' sweater collection offered to the wholesale trade by Kaufman, First & Rosenkrantz. A group of men's and boys' sweaters, in which Orlon figures heavily, is also offered by this knitwear mill representative.

Bulky pullovers and cardigans in novelty stitch constructions share feminine importance with fur blend dressmakers. Shaggy numbers are also incorporated in the fall collection.

Stone green, lion gold and lilac are major factors in the color story. Heathers have also received considerable emphasis.

The importance of boat necks in the collection is illustrated by an Orlon cardigan with modified raglan sleeves. It features (Continued on Next Page) tor off

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an interesting horizontally set novelty stitch.

A large standaway collar with short fringing is the high-light of an Orlon pullover with push-up sleeves and elasticized waistband. A novel Raschel stitch, set on the vertical, is noteworthy in this number.

High V-necklines and shawl collars come in for a good deal of attention in the men's and boys' sweater range.

An Orlon pullover with high V-neckline features two-tone shoulder treatment and vertical novelty stitching down the front. A convertible shawl collar occurs on an Orlon cardigan with five-button front.

Krauss-Fels Co.

Bulkies are of importance in the Krauss-Fels fall collection of men's sweaters. Shawl collars boat and crew necklines receive primary emphasis.

Lamb's wool bulkies, in pullover and cardigan styles also get considerable attention in the line. Five- and six-button closures have taken honors away from the four-holer of the preceding season.

A flat knit shawl collared pullover features an interesting striped pattern. Bulkies featuring unusual textures are important in this line of men's boys' and iuvenile's sweaters.

Loden green, gold and grape tones are the primary colors offered.

Arthury Levy Associates

Cotton and Acrilan are used in the range of men's longsleeved knitted sport shirts available from Arthur Levy. A children's line in cotton encompasses boys', girls' and infants' knits

The acrylic fiber is utilized effectively in honeycomb textures and a sueded striped fabric. Style notes include a rolled collar, collar and placket treatment and boat neck with button trim at shoulders and pocket on the three-quarter sleeves.

Solid and patterned cotton is used in flat knit and textured fabric variations. Particularly striking are allovers, such as paisleys in muted abstract versions of ancient motifs. Twotone harlequin designs and heather mixtures are also keynoted.

Texture interest is provided by bulky effects, new split and baby cord variations and mesh surfaces.

Style stress throughout the men's range of cotton sport shirts is on boat necks, Continental collars, shawls and collar and placket treatments. A novel new note is struck by Mandarin collars which convert to flat rounded effects.

They are carried out with notable contrasts of color and texture. A pullover, for example, has a heavy flat knit shawl collar and yoke against an otherwise mesh knit body. Another interesting shirt boasts a Continental collar and V-insert which suggests a two-in-one garment.

Other features are metal buttons, sometimes repeated at sleeve as well as placket; ribbed knit cuffs; tape at necklines; and wash and wear characteristics.

The color-range encompasses brass, moss green or olive, grape, blue, light gray heather, red, light tan heather, dark brown heather and dark oxford heather.

Tuck bar and pattern wheel designs are utilized extensively in the heavyweight combed cotton knits in the children's range, which starts with infants' sizes nine to 18 months. Collar and placket and Continental treatments are among the masculine possibilities. Bows and Peter Pan collars are feminine style devices.

Donald F. McMurray Co.

The McMurray collection encompasses men's, boys', ladies' and children's size ranges starting with infants' wear. The composition line up includes Orlon, wool, combinations thereof, Ban-Lon and fur blends. Both bankies and fine gauge knits are available.

The men's range, which is to a large extent duplicated in boys' sizes' four to 10 and 10 to 18, consists of bulkies in wool, Orlon or a combination of the two. Featured are pullovers with crew, boat, shawl and V-necks and cardigans with shawl collars or V-necks and six-button closures.

Novelty texture treatments are carried out in this range in lacey effects, fisherman knit themes and half cardigan stitch constructions. Among the two-

tone possibilities is a V-neck cardigan with raised checkerboard patterning. Also interesting is a shallow V-neck tennistype pullover with navy and red striping on white. A cardigan counterpart is available.

The fine gauge knits include five-holer Orlon cardigans with contrast borders and trimmed high V-neck sweaters for boys, as well as V-neck classics in sleeveless and long-sleeved versions with transfer bottoms. Sweater-shirts highlight placket and collar styling and are available in Orlon or Textralized yarn. Major masculine color interest, on the whole, focuses on light and dark oxford gray, brown heather, olive and gold.

Ladies' fine gauge fur blend sweaters are of 70 percent lamb's wool, 20 percent fur fiber and 10 percent nylon. There are both full-fashioned and cut-andsewn possibilities among the novelties in this composition.

Dressmakers include threequarter sleeved slipovers with collar and placket, shawl, cowl or boat necklines. Raglan sleeve styling is used. Classic slipovers and cardigans are also shown.

Merchant's Mart

Merchant's Mart is offering a wide variety of sweaters in ladies', children's, infants' men's and boys' sizes. Orlon bulkies predominate, although there is considerable emphasis on shaggies and napped and sheared garments.

Orlon, Textralized yarn and fur blends constitute the major portion of the collection. Gold, willow, coral, white, blue, honey and black are the important colors in the ladies' and children's fields, whereas, the high fashion shades receive attention in the men's line.

Sweaters featuring high V styling, boat and crew necks constitute the men's knitwear

Of special interest is a ladies' napped and sheared Orlon pullover. This short-sleeved number has a wide, spread collar which can be buttoned into a standaway cowl. Gold button trims decorate the collar and the sleeves. Also worthy of particular notice is a loose fitting napped and sheared Orlon vestee. It sports four metallic buttons in the front.

A bulky waffle stitch Orlon cardigan is highlighted by a leather look front. This number is offered in an array of color combinations.

The shaggy look is emphasized in a brushed Orlon bulky cardigan with pineapple stitch trim. It has rounded shawl collar, long sleeves and five button decor.

Merchant's Mart is also featuring a group of cotton cardigans for ladies. Among the highlights of the group is a threequarter sleeved number with cabling down the front. It has a club collar and is offered in many colors. A shawl-collared cardigan, also of cotton, is another of the firm's top offerings.

Syd Miller Associates

A line of men's and boys' sweaters is being offered for fall by Syd Miller. Compositions include lamb's wool, Orlon and a blend of 75 percent lamb's wool and 25 percent Orlon.

Shawl collared cardigans are available in a wide range of interpretations. They are offered in lamb's wool and in brushed Orlon in vertically striped treatments and in a novelty stitch contruction in wool.

Boat neck styles, including lapped boats, are provided in vertically set muted stripes in the lamb's wool and Orlon blend.

Harold L. Newman Co.

Bulkies predominate in the range of fall sweaters offered by Harold L. Newman for men, boys, juveniles, ladies and girls. In men's knits and the similarly styled boys' garments, major compositions are worsted, wool, Orlon and a blend of 75 percent lamb's wool and 25 percent Orlon. Textralized yarn and mohair are also included in feminine sizes. Blind stitch borders are a featured construction device.

Masculine sweaters dramatize texture and other types of surface interest to a large degree. Jacquard type links and links constructions offer novel stitch possibilities. Particularly interesting are oversize checks of windowpane proportions.

Visual appeal is also created by unusual color treatments, such as two- and three-tone combinations, possibly in a chéckerboard effect; random

(Continued on Page 11)

50 YEARS OF SERVICE TO THE TEXTILE INDUSTRY 1910-1960

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PHYLADELPHIA GREENVILLE CHATTANODOA FINSERVILLE, S.C.

knit effects in brushed heathers; and interesting marls and nubs. Contrast piping is another effecive device.

Among emphasized colors are a grape shade, a camel, olive, gold, medium blue and a copper tone.

Favored styles are pullovers and cardigans with shawl collars and variations thereof; zip front cardigans with shawls or collars that convert to turtlenecks; and Continental models. The last, of cardigan jacket appearance, feature slash pockets and/or urved bottoms. Five- and sixbutton closures occur in a number of cardigans.

Among the most unusual of the shawl collared cardigans is an Italian - influenced number with horizontally ribbed selfyoke fore and aft and broad double striped bordering at the shawl and curving around to the

In addition to highlighting shawl collars, pullovers come with boat, crew or deep V-neck-lines. The low plunging lines are attractively framed in conrasting striped border. An outstanding and unusual textured pullover has a turtleneck collar design which is mitered front and center. Complementary yokes are exciting additions to boat neck numbers.

Newman also features a grouping of heavy deep pile fleece jackets and pullovers for nen and boys. They come in Orlon or Acrilan and are selfor rib knit trimmed. Burnished color effects and gold tipping on the pile are keynotes.

In the ladies' and girls' sizes eight to 14 range bulkies are available in such novel styles as shawl collared cardigans and cowl necked pullovers. Napped and sheared Orlon is used for classics and such novelties as collared cardigans.

Basic interlock knits are available in Orlon and Textralized yarn. Half cardigans and waffle stitch constructions are utilized for texture interest in bulkies.

Staple cardigans with or without notched collars are available from size 36 to 54. There are also staple coats for men in worsted or blends.

Oxenfeldt, Rouder & Levinson

A diversified collection of bulkies and fine gauge sweaters is offered by Oxenfeldt, Rouder and Levinson for men and boys. Boys' styles come in Orlon, while masculine knits are carried out in a lamb's wool and Orlon blend or in worsted.

High - bulk interlock Orlon novelty sweaters are available in sizes three to 6X, six to 12 and 12 to 18. Marl color treatments are important in the interlock group in such combinations as rust or olive green and gold and burgundy and light oxford.

Among the highlighted styles are shawl collared cardigans and pullovers and boat neck pullovers with lapover or button trim treatments at shoulders. Also important are high V-neck cardigans with six-button closures. Novel contrast coloring is employed to advantage, as in collars with two-tone edging.

There are five Orlon numbers in coarse gauge bulky construction for the six to 18 size ranges. A few of these are also done for three to 6 X. Bulkies include shawl collared cardigans and pullovers and pullovers with shallow V-or boat necks.

In this category, featured colors are light oxford, charcoal, gold, olive, jockey red and plum. Contrast trim treatments are employed to a strong extent.

Stitch interest and color novelty are focal points in the men's sweater range, which leans heavily toward a blend of 75 percent lamb's wool and 25 percent Orlon. Texture interest is attained, for example, through the use of ribbed V-borders on an otherwise knit high-V pullover.

In this sweater, and others, a random tweed yarn treatment in unusual color combinations provokes interest. Two two-tone yarns are used to create novel three color effects. Combinations include black with red and with olive; grape with black; black with olive and with gold; light oxford and charcoal with brown; and maroon with charcoal and with light oxford.

Shawl collars, high V-necklines, boat necks and crews are consistently important throughout men's styles. A form of "teasing" is used rather than full shaggy brushed surfaces.

Bulkies in the lamb's wool and Orlon blend come in half



Cutaway styling is important in Herbert Mills' heather tone cardigan. Washable leather trims slit pockets. Solid binding outlines neckline and bottom edges.

cardigan construction, 3 x 2 ribbing and in a half cardigan marl. There is an excellent use of wider border bands on five and six button coats, reiterated on pockets. In general, tipping and contrast at necklines and other borders and bands is utilized. Basic body colors in this group are olive, gold, light oxford, charcoal, red, light tan and light blue.

The same blend of fibers serves as the basis for heavy-weight sweaters in an "A", or sculptured waffle, stitch. These feature excellent contrasting marl trims against a solid color body, as illustrated in a shawl collared cardigan with wider banding at button closure and pockets carried out in a combination of marl and heather striping.

Worsted sweaters, made on new four cut links and links equipment, feature surface interest achieved through five varied stitches. Solids and marl trimmed numbers are included. Styles encompass boat, high Vand shawl collared pullovers and shawl and zip front cardigans, the latter with novelty collars. Chest crests, now big on the West Coast, rate attention.

Abe Parker

Continental styling is of primary importance in Abe Parker's fall line of cotton knit shirts. The shaggy look, so popular in sweaters, is being featured in a number of unusual models. Collar and placket styling is, of course, holding its own. Boat necks are also important in the line.

Gold and olive are the colors which have received most emphasis in the collection. Heather blends are also expected to do nicely.

Of special interest is a brushed cotton collar and placket shirt in a horizontal stripe pattern. This shirt has long sleeves. It is offered in a number of striking color combinations.

Also worthy of mention is a Continental shirt in a geometric design. The shirt is available in an attractive gray and gold combination. The European influence is noticeable once again in a shirt which sports a Continental collar in a horizontal variegated stripe pattern. This long-sleeved shirt is available in both men's and boys' sizes at \$3.95.

A novelty self-stitch is the highlight of a long-sleeved coliar and placket shirt in cotton which features an Olympic motif. It is offered in red and white and black and gold.

Sales Agents, Inc.

A complete line of infants', and children's sweaters is offered by Sales Agents, Inc. for fall. Orlon is the featured composition in the collection of flat knit, bulky and shaggy garments. Some Textralized garments are being shown. A number of napped and sheared cardigans is also included in the line

Willow and olive greens, antique gold, camel and sapphire blue are the highlighted colors throughout the larger size ranges. The pastels are popular in the infants' and toddlers' sizes.

In the infants' category a group of hooded bootie sets has received considerable attention. One such Orlon ensemble has hand embroidered rose buds on the front. It also features a self-

(Continued on Page 13)

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trim around the hood, down the front, around the bottom edge and on the cuffs. The sets retail at \$3.98.

Napped and sheared cardigans are important for fall. One such garment has floral applique on both sides of the front. Napped and sheared garments are being offered in all of the

girls' size ranges.

Bulkies are important in the collection in both boys' and girls' numbers. An unusual turtleneck Orlon pullover, for girls, is in a bulky novelty stitch. A delightful cherry pattern is embroidered onto the front of the sweater at the top and bottom. In the boys' group, a similar novelty stitch is important in a bulky Orlon convertible collared cardigan. A contrasting colored cable design outlines the neckline edge.

Also in the boys' category are shawl collared numbers, Vneckline pullovers and Perry Como cardigans. Shaggy neck pullovers are strongly featured in the collection.

Sales Co. of America

The shaggy look is of importance in the Sales Company of America's fall line of ladies' and children's knits. Napped and sheared Orlon is featured in the line. Shaggies with the frosted look are also very big.

Lamb's wool, Orlon and Textralized garments constitute a major portion of the firm's offerings. Bulky novelty pullovers and cardigans are receiving con-

siderable stress.

Instant coffee, wrought iron green, coral bell, sail fish blue and golden okra are the strong-

ly emphasized colors.

In the ladies' group, a number of nupen stitch bulkies are being highlighted, in both solid colors and two-tone treatments. One such cardigan has a Continental neckline. A similarly constructed pullover sports interesting horizontal striping across the front. These sweaters are offered in sizes small, medium and large at \$37.50 per dozen wholesale.

Mohair and wool is featured in a frosted look turtleneck pullover. The same look is achieved in a collar and placket shirt. Both have long sleeves. Napped and sheared Orlon is being utilized in a number of unusual numbers. One boat neck model has short sleeves and is offered at \$21.25 per dozen wholesale.

In the children's category, an Orlon cardigan with a decorated mock turtleneck is eve-catching. Jacquard patterns are prevalent in the boys' group.

Sportknit Sales Co.

Sportknit offers an extensive fall range of men's knits in Turbo high-bulk Orlon, worsted, worsted blends and mohair blends. Orlon appears in a grouping of sweater shirts and other novelties, including an array of sueded treatments. The wools are used for a strong line of sweaters, with emphasis on bulkies.

The tow-dyed sweater shirt group includes long-sleeved and short-sleeved models, the latter with particular sales appeal on the West Coast. Ribbed bottoms are generally featured.

Style treatments in this category center about collar and placket effects, Italian-influenced interpretations and shawl collars. Among the cardigan front models incorporated in this segment of the Sportknit line is a light weight V-neck number with low set-in pockets.

Other notable features in this group are fancy stitch constructions, interesting raglan sleeves or saddle shoulder effects, chest pockets and embroidered motifs such as geometric or unicorn trims. Lacey textures and twotone striping are particularly notable.

Sueded Orlon occurs in cardigans, vests and pullovers. Combinations of sueded fronts with ribbed knit backs are attractive. Shawl, boat, crew and various V-interpretations, including Continental stylings, provide neckline diversity.

Bulkies, which are expected to continue in strong demand for fall, constitute major interest in the worsted and mohair sweater segment of the collection.

Cardigans and pullovers are featured in this area, which gives special attention to half cardigan and novelty rack stitches and bulky coarseness of 21/2 gauge construction. The shawl collar is well-represented and collars which convert to Vnecklines make appearances.

Color highlights for fall are expected to center on grape or plum, Chianti, gold, green and blue. Marl treatments are looked to as important.

Starline Mills

Bulkies are being heavily featured in the Starline Mills collection of fall sweaters. Shaggies are also important in the line. Some flat knits are incorporated in the collection.

The two predominant compositions are a blend of 75 percent wool, 15 percent lamb's wool and 10 percent alpaca and 100 percent lamb's wool. Olive, gold, black, grape and gray are the solid tones which have received considerable stress along with the very popular heather

Shawl collars are of extreme importance especially in pullover numbers. Although the shawl collar cardigan is worthy of special mention, the six-button V-neck model is of primary importance in the Starline group. Some boat and crew neck numbers are being offered.

The high V-neck pullover is receiving emphasis in the Starline collection. One interesting number in this category is a heather tone garment in which cabling outlines the raglan detailing and the V-neckline. The cabling is in solid color presenting striking contrast to the heather body. This treatment, which is also offered in a sixholer cardigan model, is of the lamb's wool and alpaca blend.

Also worthy of particular notice is a lamb's wool six-button shawl collared cardigan in a half cardigan stitch. This sweater has a contrasting color collar.

Stone & Cohen

Stone & Cohen is featuring novelty bulkies and shaggies in its collection of men's sweaters. Shawl collars are primary in importance and the lapped boat neckline runs a close second. High V-necklines are also receiving considerable emphasis.

Olive, gold and oxford comprise the color story. Marl and heather tones are also stressed a good deal. Argyle and jacquard patterns are worthy of mention.

Of special interest is a high V-neckline pullover of 75 percent lamb's wool and 25 percent Orlon. This sweater, which has a heavy rib stitch body, features contrasting color trim around the neckline edges and down the front.

A large number of shawlcollared garments are in the collection. One, in an unusual blue and olive combination. features bold vertical striping down the front. A shawlcollared cardigan in the line has a popcorn stitch body in marl tones, and a vertically striped front

A double-breasted cardigan with shawl collar is particularly attractive. It has a solid placket and six buttons in the front.

Stone and Cohen is also offering a line of ladies' sweaters. Fur blends and bulky cardigans predominate. An important number in the line is a three-quarter sleeved pullover in a blend of 70 percent lamb's wool, 15 percent fur fiber and 15 percent nylon. It has a novelty shawl collar and pointed scallop trim. Also noteworthy is a convertible-collared bulky cardigan in all wool. It has a heavy rib body. Napped and sheared garments in both classic and novelty styles are also being offered.

Sutfolk Sales Co.

Lamb's wool, worsted and a blend of lamb's wool and Orlon are featured in the Suffolk line of men's sweaters. There are also some boys' numbers offered by this firm. Strong emphasis is on color and surface interest as a means of aiding promotional zest to the currently favored styles.

In addition to the popular gold and olive shades and the conventional colors, this knitwear mill representative is spotlighting vintage tones—Concord grape; Piedmont, a royal; and Chianti, a red.

Surface interest further enhances styles and is attractively attained via interesting and deeply textured novelty stitch constructions. Among these are waffles, combinations of rib and rack stitches and full cardigan

A heavy waffle construction is a good setting for a lapped boat neck in lamb's wool. The full cardigan stitch is employed in a raglan-sleeved cardigan with high zippered front.

Richly textured pullovers and cardigans are strikingly delineated with contrasting colored underpanels at shawl collars. Pullovers are also carried out with high, medium and low set

(Continued on Page 17)

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V-necklines. The first boasts a rack and rib stitch combination; the second, a lapover effect with contrast banding; and the third, set quite deep, is bordered by two contrasting Vstripes in a flat rib against a textured body.

Tip trim and bulky construction keynote a six-button coat and five-buttons sleeveless with low set pockets. Simulated leather buttons are used. Tone-on-tone coloring characterizes the textured checkerboard body of a sweater with solid shawl collar, cuffs and hem. Among the tonal possibilities are medium gray with royal, black with olive and gold with black. Broad horizontal stripes are set against a ribbed body in a number of 50 percent lamb's wool and 50 percent Orlon.

Generally, the same styling may be had in either the lamb's

wool or lamb's wool blend compositions. There is also a trend in the Suffolk line toward short hem and cuff treatments, inspired by European design.

United Sales Co.

Bulky pullovers and cardigans are important in the United Sales Co. line of ladies' and children's knits. Orlon, wool and mohair blends, Textralized yarns and all wool constitute the major portion of the fall col-

lection.

Shawl-collared and boat neck pullovers are emphasized as are crew and V-neck sweaters.

The shaggy look is also stressed by United. Napped and sheared garments are also prevalent in cardigan and boat and crew neck pullover styles. Black, white, red, gold and willow and olive green are the prominent colors in the collection. Horizontal striping is featured.

KMRA Fall Market Week

Variety Features Fall Offerings Of Primary Mills In Phila.

PHILADELPHIA, Pa.—Diversity in style, stitches, fibers, and colors characterizes the fall 1960 offerings of local men's sweater mills manufacturing for the wholesale trade. Buying of fall goods has already been under way for some weeks and a number of mills here report their business is ahead of this time last year. They

say their accounts in many instances are specifying delivery dates far in advance of last year; in some instances as early as April-May. The mills report that many wholesale houses are anxious to operate early this year because of what happened last year when the unprecedented demand left them short of goods and mills short of yarn at the height of the season.

Novel Necklines

Stylewise, the novelty neck treatments on both pullovers and cardigans, variations of V and boat necks, collars and shawl collars will be presented with ingenious and trend-setting new adaptations. Gone for the most part will be the low-holer cardigan in favor of new higher, five, six and even seven button cardigans.

In stitch and surface treatments the Philadelphia mills have gone all out to create new luxury looks, new hand-knit ap-

As for trims, men's sweater manufacturers seem to have taken a tip from the women's fashion field and gone in strongly for the "understated" elegant look. Gone or modified are the multi-color borders and pocket tops of last year, in favor of quieter, novelty stitch and bulky knit borders and trims.

Toned-Down Hues

Colorwise, the story is the same — the "understated" look —heathertones in infinite variety, along with muted olives and gold and color combinations which blend rather than con-

trast.

Everywhere, the emphasis is on bulkies, but a number of mills are not counting fine gauge goods out of the fall picture by any means. Most of these continue to give the fine cut sweaters representation in their line especially in Orlon and in fine worsted yarns.

One major manufacturer here, Bergman Knitting Mills, is even coming out with a new medium gauge knit offering in what Ingram Bergman, head of the firm, described as "the more unusual blends of yarn," in the belief that a good market exists for this category.

Orlon in Blends

In fibers, blends constitute a large part of the lines prepared by mills here, but many are giving strong emphasis to worsted also. Representation is given to Orlon by most mills but generally the DuPont acrylic plays a large role in the blends. Sources contacted say their choices of yarns are much the same as last year but at least one producer reported he plans to do well with the new Type 21 Orlon.

Basic price lines for the most part are comparable to last year but most houses have added higher priced items to the top of the line. However, authoritative sources predict prices will have to advance because of increases in raw material prices, as the season progresses.

At Wexler Knitting Mills, an extensive bulky knit line of men's and boys' pullovers and cardigans has been prepared for fall, in lamb's wool, Orlon, mohair, and Shetland yarns, many with brushed and lofty surfaces. According to Sol Wexler, executive of the firm, bookings in terms of dozens and of numbers of customers, is already ahead of this time last year.

Novelty collar treatments will be a big feature of the Wexler Knitting Mills line, with shawl collars in new variations on cardigans and pullovers. Vnecks on pullovers are modified, away from the standard V, to form deep V's, high V's and lap over V's. Lap-over and bent-in boatnecks are shown also.

Smarter Trims

This house, like a number of others, is playing down trims this year and adopting the "understated" look and muted colors. While representative offerings of staple colors are included in the line, random colors and Hebrides tones are favored. The 5, 6, and 7 button closings will be featured in the cardigans shown by this firm.

London Knitting Mills will present one of its most diversified lines to date, with yarn emphasis on Shetland blends, alpaca blends, and lamb's wool, Nathan Freed, member of the firm, said. This firm also is concentrating on bulky knitgoods for 1960.

Lamb's Wool Mixture

Novelty Knitting Mills is concentrating on a 75/25 blend of lamb's wool and Orlon, and on pure worsted, in its fall line. Jack Soowal, executive of this firm, said business is coming in early this year and many are specifying earlier delivery dates than heretofore.

This firm's line is made up of

bulky knits with V-necks, shawl collars and boat necks in modified versions among the style features. Cardigans are mostly with six button closings. Fancy stitches giving a luxury hand-knit look are highlights of the line. Colors are muted, and include such choices as olive, gold, and new grape tones, along with the staple charcoals, light oxford and camel.

Bulky knits and ribbed goods are included in a highly diversified line at Union Knitting Mills, according to Sidney Friedman, member of the firm. Some napped and sheared items are new in the line at this house. Yarns in the line include Jamb's wool and Orlon blends and pure

Albert Kraftsow, head of Somerset Knitting Mills, also reported heavier bookings than at the same time last year, and said customers have been specifying earlier delivery dates than heretofore. While emphasis at this house is on the bulky knits, finer cut interlocks are also well represented. Yarns include worsted, lamb's wool, Orlon, and a 75/25 blend of lamb's wool and Orlon.

More bulky trims, higher rise five- and six-button cardigan closings, new neckline treatments and modifications of collar and shawl necklines, and a number of new stitch variations and combinations are features of the Somerset line.

Color combinations, heathertones, and different type marls to achieve interesting color effects are important in Somerset's fall collection.

Mr. Kraftsow noted that his firm is working with new Type 21 Orlon and anticipates good demand.

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Knitted Outerwear Times

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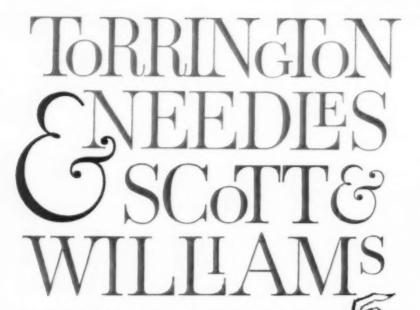
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MES

KMRA Fall Market Week

Shawl Collars Take Honors On Button-Front Bulkies





Dr. R. H. Whitehead, President of Scott & Williams, says:

"HERE'S WHY WE USE AND RECOMMEND TORRINGTON NEEDLES FOR OUR SCOTT & WILLIAMS MACHINES . . .

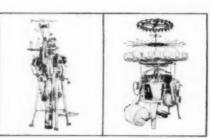
"We have standardized on Torrington Needles for our Scott & Williams hosiery machines as well as for our line of Brinton fabric machines. Not only must we have a thoroughly dependable source for top-quality needles, but so must our customers throughout the free world who use Scott & Williams machines. Torrington needles are available in this country and abroad. We have found they consistently provide the standard of quality and uni-

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FUNCTION AND FASHION MEET...
in the S & W MFRC Interlock Machine which
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is pleased to announce that

IN ADDITION TO OUR REGULAR LINE
OF ORLON® AND BAN-LON® INTERLOCKS—
IN STAPLES AND NOVELTIES—

FOR 1960... WE HAVE ADDED
THE FOLLOWING ITEMS FOR
LADIES, CHILDREN, MEN. AND BOYS:

- 1) Napped & Sheared Orlons
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IN NOVELTY & STAPLE STYLES

To those wholesalers who have consistently recognized the outstanding quality and value of our merchandise, we should like to express our sincere appreciation. In 1960, we hope to serve our old customers even better and many new friends, too.

WE INVITE YOU TO SEE OUR COMPLETE 1960 FALL LINE AT OUR EXCLUSIVE SELLING AGENTS TO THE WHOLESALE TRADE



100 West 32nd Street, New York 1, N. Y. At the KMRA Show — Rooms 627-628

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Rich Texture And Shawl Collars Combine In Pullovers





Alluring NTERLOCK ...

Wildman Jacquard's AI-32 circular knitting machine produces a larger . . . more flexible piece of true interlock cloth. Thirty-two (32) feeds for body construction, sixteen (16) feeds in the cuff offer greater production.

The AI-32 features a vertical two-speed motor drive, automatic lubrication and convenient dial and cylinder section removal. Available in cuts up to 20 per inch.

AI-32

All day long ... sweaters belong WILDMAN JACQUARD

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V-Neck Pullovers Look To Continent For Inspiration



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Boat Necks Plentiful In Solid, Color-Sparked Versions





"Orlon" (Type 42) The fiber consumers want most, retailers sell most of, and outerwear knitters find most practical for widespread use. Available in many deniers and cut lengths, "Orlon"* acrylic fiber offers the knitter an unmatched range of aesthetics.

"Orlon Cantrece" The glamour filament acrylic yarn—"Orlon Cantrece"** combines the look and luster of silk with the well-known easy-care properties of "Orlon".

"Orlon" 21 The newest member of the family gives the look and feel of wool to knitwear, plus exceptional resilience and machine launderability.

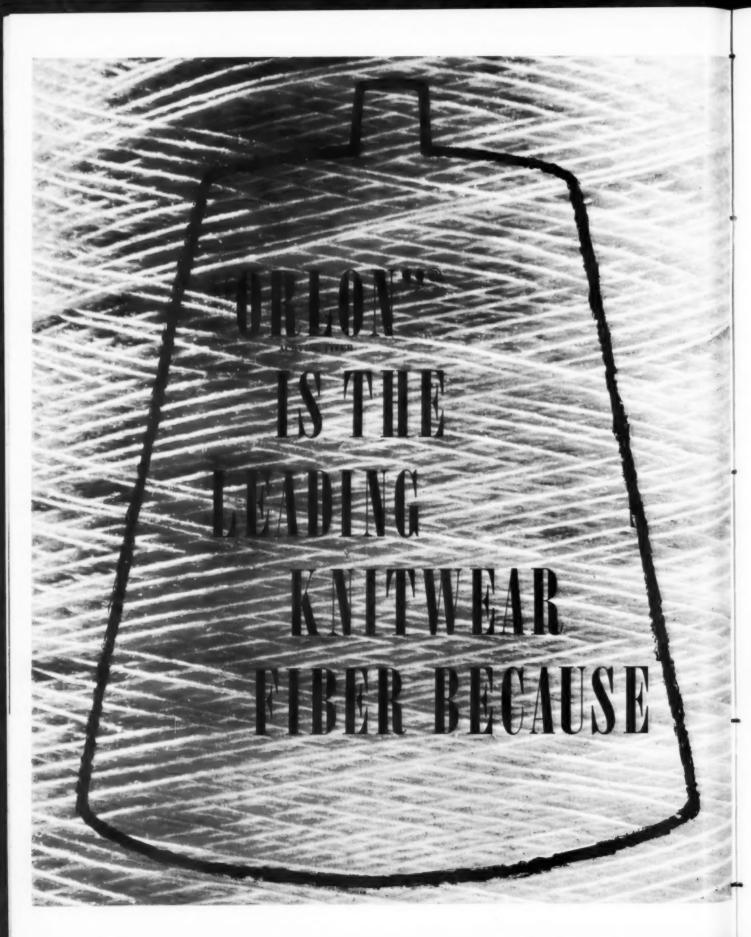
"ORLON" ACRYLIC FIBERS

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*ORLON is our registered trademark. When you use it: Distinguish it—Capitalize and use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. Describe it—Use the phrase "Orlon" acrylic fiber at least once in any text. Designate it—As Du Pont's trademark for its acrylic fiber in a footnote or otherwise.

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Uniform quality.

Price stability.

Remarkable range of colorfast shades, easily applied by practical commercial processes.

Unexcelled ease of mill processing.
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Expert technical services available in your own plant and in Du Pont's testing laboratories.

Continuous fabric development.

A powerful year-round merchandising and advertising program including this spring '60 schedule for women's sweaters of "Orlon"* acrylic fiber:

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Vogue



Feb. 15

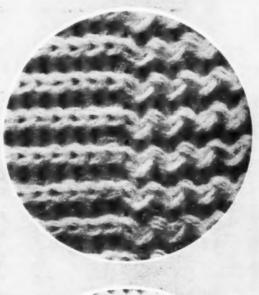
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KMRA SHOW

January 24th-28th, 1960

New York Trade Show Building, New York City

ROOMS 625

626

SUFFOLK KNITTING COMPANY

gives you more of the 3 essentials for success in 1960:

COLOR...
SURFACE INTEREST...
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QUALITY..... CONSTRUCTION ... STYLE.....



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Shawls, Convertible Collar—Keynote Bulkies For Boys



Can You Afford To Let Competition Have This Advantage?

CONTINUOUS TROUBLE-FR OF UP TO 2400 STRIPSPL 40 HR. RUN ON ONEM

ONE Philip Interlock can give you the profit-production power of 3 to 8 up to date 12 feed machines. This has been mill-proven by successful knitters turning out quality sweater fabric hour after hour and day after day, without maintenance down-time. They enjoy a 500% to 800% producing advantage per machine. They need less capital investment, less manpower, less space, less yarn and less aspirin.

PINUP PATENTED TROUBLE-PREVENTING DESIGN AS-SURES RULL-TIME PROPIT-KNIT ABILITY — PUTS YOU INTO JET AGE KNITTING!

The Philip design steers clear of trouble by eliminating its source — complicated moving parts. There are no striping boxes, no scissors, no movable cams required to change from rib to interlock and back again. Yarn is moved from odd to even feeds and back simply by lifting yarn carriers out of contact with needles. You get continuous, constant speed output without slowdown for changes.

Philip Interiocks have individual stitch settings on every section of cylinder and dial. Stitch is evened and set at the initial set up only. Thereafter you merely raise or lower dial to loosen or tighten stitch for yarn

size or fabric texture desired. Yarn carriers do not have to be reset and adjusted as on competitive machines and there are no stripers to manipulate. This enormous time-saving feature is an exclusive Philip Interlock advantage!

UP TO 50% FASTER SET UP

Having fewer yarn ends to tie up reduces Philip set-up time as much as 50% over interlock machines with stripers.

YARN SAVING ALONE CAN PAY FOR MACHINE

On a Philip machine, 23/2 inches of needles are drawn out (only 2 inches on the 46 feed machine) leaving a float. Since there is nothing else to cut away, the yarn absorbed by this float weighs less than 1 ounce per dozen sweaters.

HANDLES WIDER VARIETY OF YARN TYPES AND SIZES

Adjustable to both modified filament yarns and spun yarns of synthetic and natural fibers. Also handles greater variety of yarn sizes than previously possible on garment producing interlocks.

For further details send for this free bulletin or ask to see a JET AGE representative.

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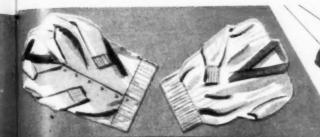
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JET AGE "NITWEAR MACHINERY CORP.

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E-FREE OUTPUT SPER EMACHINE

in be approved by one built

Available In 3 Models To fit Your Requirements

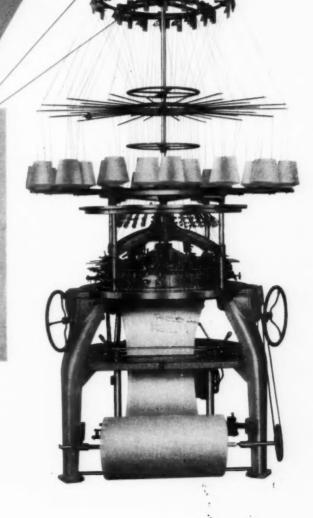
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Fer versatile, high speed production in smaller plant producing a varying range of sweater sizes	30"—32 Section 30 Knitting Feeds	Up to 45 Sweater Strips per hr. on spun synthetic and natural fibres. On filament yarns such as Banlon, etc.—25% less.
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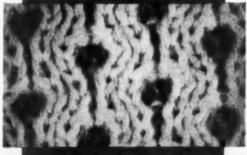
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- Knits 1 x 1 Rib and Half Cardigan bulky sweater and outerwear strips . . . in an infinite variety of Multi-Color Designs, Self-Patterns, Solids, Automatic Variable Stripes, Textures and Combinations . . . maximum production rate of 1 strip per minute - 100 yards per hour.
- Standard 30" diameter machine has from 3 to 7 cut cylinders and dials – 16 feeds with 4 color striping boxes on alternate feeds. (Each of the 8 boxes is individually and automatically controlled for maximum selection without production loss) -Pattern wheels on all 16 cylinder feeds - Automatic tuck controls on all 16 cylinder and dial feeds permit automatic switch from half cardigan to 1 x 1 cuff stitch.
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- Independent tight and loose controls give desired structure and elasticity on body as well as cuff or waist.
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KMRA Fall Market Week

Subdued Styling Sets Mood For Finer Gauge-Sweaters





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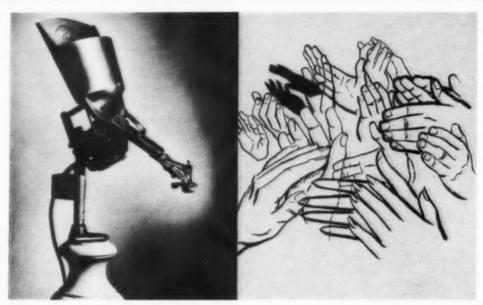
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PERMALOID BUTTONS are a symbol of good judgment, of pride in and high regard for your product. They impart the right touch of exuberance to fashion... with their deft styling and festive, authoritative colors. And their quality standards are far beyond the usual... a unique combination of the finest and most durable materials and rigidly programmed quality control. They are guaranteed to autlast the life of the garment, cannot chip, scratch or crack...launder or dry clean perfectly. We'd like to tell you more about Permaloid Buttons.

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THIS ONE COST-FREE* MACHINE! REPLACES THESE COSTLY HANDS!

*No "capital cost"...no cash outlay...The TROLL Automatic Button Feeder's low monthly rental plan pays for itself in LABOR SAVINGS...feeds Emsig perfect shank buttons five to six times faster...UP your production, down your costs. They can be attached to all makes of button-sewing machines quickly and easily, with no loss of time. An obligation-free demonstration will convince you!

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AUTOMATIC BUTTON FEEDER

A demonstration will prove that only the *feeder gives you ALL these FIVE ADVANTAGES without any adjustments

It attaches to many types and makes of machines; feeds buttons six times faster. It is unlimited in its variatility...so simple ...so automatized that even a nevice can oper-

3 Sew the tightest stitch in the industry. Frees your mechanic's time.

More than 60 sizes and styles of buttons may be fed through the Troll without adjustment. NO CAPITAL OUTLAY: No depreciation, servicing and maintenance cost, the Emsig Rental-Service Plan takes care

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*REG. U.S. PAT. OFF.

Q1960 EMSIG MANUFACTURING COMPANY

Wholesaler's Convention

Knitwear Buying Active At NATAW Merchandise Show

BRISK ordering of sweaters and other knitwear items was reported by knitted outerwear firms participating in the merchandise exposition held concommitantly with the 33rd annual convention of dry goods wholesalers last week at the Statler-Hilton Hotel. A notable feature of the ordering by the dry goods

distributors, according to the knitwear firms at the merchandise show, was the wholesalers' strong emphasis on novelty goods as opposed to staple merchandise. In previous years these wholesalers, according to the exhibitors, shied away from novelty items. The wholesalers also showed a disposition to tradeup, emphasizing medium priced goods in sweaters, knit shirts and swimwear.

The National Wholesale Dry Goods Association has changed its name to National Association of Textile and Apparel Wholesalers. The discarded name had been adopted a couple of years ago. Prior to that the organization had been known as the Wholesale Dry Goods Institute for many years.

The change in name, according to Donald Drinkard, president, was made because of the belief among the membership that the term 'dry goods' "is now somewhat old fashioned". Another reason, he said, is that some people tend to associate the term 'dry goods' with a general line wholesaler or with piece goods. The new name of the association, he pointed out, "gives clearer recognition to the specialty wholesalers who are becoming more and more prominent in the field of textile and

apparel distribution."

Last year, according to reports from wholesalers across the country, members of the wholesaler association sold more products of the knitwear industry, including swim suits, than at any time in the past two decades.

Mr. Drinkard announced at the annual banquet of the organization last Monday that his association is embarking on an advertising campaign "designed to bring to the attention of retailers the importance of doing business with progressive wholesalers." The ad drive will take two forms—direct institutional-type advertising and testimonial advertisements. The latter will feature prominent retailers who will recount why they favor doing business with wholesalers.

"The change in name and the

advertising campaign are both designed to assist textile and apparel wholesalers in taking advantage of the fact that recent economic developments show clearly that the modern progressive wholesaler is well on the way to recover the prominent position in distribution which he lost several years ago," Mr. Drinkard stated.

"Since NATAW is the spokesman for the industry, it plans to take advantage of every opportunity to remind both manufacturer and retailer of the clear-cut fact that a strong resurgence of the wholesaler is well under way," he added. "In particular the record shows that the large department stores have been steadily and rapidly increasing their purchases from wholesalers during recent years. This is pri-

(Continued on Page 51)



Discussing a garment at the Henry J. Tully display, at the New York Trade Show Building, left to right, are: Bob Starett, of Tully; Barney Whitten, of Chev-Craft, Inc., Cincinnati, Ohio; Bob Oestreicher, of L. S. Meyer Co., Cincinnati; and George Tully, of Henry J. Tully.



Shown, left to right, at the Finegan & Kirkpatrick stand at the NWDGA exhibit, are: Vincent Donaruma, of the selling agency; Irvin Daitch, of Daitch & Co., Augusta, Ga.; Bernard Leff, of Leff Bros. Dry Goods Notions Co., Houston, Tex.; and Frank Koday, of Finegan & Kirkpatrick.



Herbert Etkind, left, and Eli S. Solcoff, second from left, of Etkind & Solcoff. New Haven, Conn., are visitors to the Sterntex exhibit at the NWDGA show. Sterntex representatives, left to right, are: Alex Peters, Roy Katz and Bob Katz.



Visitors greeted at the Sales Company of America exhibit by Louis S. Wasserman, second from right, Sales Company of America, are: Leonard Cohen, Park Avenue Import, Chicago, Ill.; Evans Yeager and Conway Hail, Jr., of Hail Drygoods, Batesville, Ark.; M. Selig, Empire Children's Wear, Seattle.

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A MUST FOR KNITWEAR DISTRIBUTORS





GROWING UP

WITH AMERICA'S RAPIDLY EXPANDING
KNITWEAR MARKET

STERNTEX provides for Fall of 1960 a tremendous line of Boys and Girls knitwear styles. Through the years, STERNTEX has set the pace for superior quality at attractive prices. Smart knitwear distributors all over the nation depend on STERNTEX for dynamic style and value leadership in the booming Boys and Girls knitwear market. Now, with growing facilities and forward-looking ideas, STERNTEX Knitwear fashions will continue to set the pace . . . TO PAY OFF, FOR YOU, MORE THAN EVER BEFORE!

STERNTEX, INCORPORATED

CHARLOTTE, NORTH CAROLINA
N. Y. SHOWROOM: 112 W. 34th St.

STERNTEX

SOUTHERN KNITWEAR MILE

MES

marily done along certain commodity lines which vary from one part of the country to another."

Mr. Drinkard pointed out that the reason for this increased buying may be traced to the fact that department stores find that dealing with wholesalers gives them a better turnover on capital invested and saves considerably in shipping charges.

Buyer Registration Heavy At KMRA Show

(Continued from Page 1) country is expected to sign in at the Trade Show building. Last year, the KMRA market attracted over close to 400 wholesalers. This year, according to show officials, the total registration may soar ten percent over the number who attended a year ago. This attendance figure may be swelled further by a large delegation of dry goods wholesalers. Many of the latter who came to New York for the annual meeting last week of the newly-named National Association of Textile and Apparel Wholesalers are likely to remain in the local market for the knitwear show.

Retailing

Post - Holiday Cashmere Sales Cited By Retailers

Post-holiday business in ladies' cashmere sweaters has been spurred by cold weather in many sections of the country. Retailers reported that they are picking up ground lost earlier from lack of cold weather.

Department and specialty stores have kept after the cashmere trade with promotional activity this month. They are rounding out stocks with special purchase collections.

Novelty and classic cardigans and pullovers are being featured. Considerable consumer interest is reported in new collar and neckline treatments.

Leading department stores cites as best selling styles in a recent promotion: collared pull-over and cardigan with open neck, a pullover with small collar and button at the neck opening, and a cardigan with ribbed detailing.

Colors highlighted were pink, pineapple, pistachio, sand, black, white, gray, Bahama blue, navy and watermelon.

Pampered

THAT'S THE WORD FOR CARON YARNS FOR BAN-LON® GARMENTS



FOR THESE YARNS AT CARON

... just nothing at all! Talk about tender, loving care ... at Caron, yarns for Ban-Lon garments live in an air-conditioned atmosphere from beginning to end. The humidity level is rigidly controlled — and we practically treat every strand with kid gloves! As for quality controls, mark you that not only every CONE, but every SPINDLE, as well, is inspected not just every day, but every single SHIFT. Like we said ... NOTHING is too good for our CARON yarns for Ban-Lon garments!



tic





Yours in 1960 again-

for the fastest moving, highest styled, most demanded men's and boys' sweaters and knit sport shirts for the wholesale market.

The success of our 1959 line

made it necessary for us to expand all facilities for a larger production capacity than ever before.

This enables us to guarantee service along with our proven styling.

May we have the pleasure of seeing you again in ROOM 633 at the KMRA SHOW



HERBERT MILLS ASSOCIATES, INC.

112 West 34th Street, New York 1, N. Y. PEnnsylvania 6-2850

Factory: HERBERT MILLS CO., INC. Marion, S. C.

Wholesaling

New England Jobber Looks For Expanded Knit Volume

By THEODORE F. KOCH President, Brown Durrell Company

WE noted some slight improvement in knitwear sales last year with sales up about ten or eleven percent in dollars over the previous year. We have every reason to believe 1960 will be much better. The unsettled steel situation caused some apprehension and affected forward commitments and with that out of the way I think

we can look for at least modest

increases.

We plan a greater appropriation for local newspaper and trade publication advertising and will continue to delve at the grass roots where we seek to cement our ties with local retailers. Our salesmen are instructed to do more than merely take orders. Our salesmen check inventories, suggest selling ideas and give the retailer a hand with his advertising.

We find initial orders to be less than fifty percent of seasonal needs and little more than a test lot. This increases the dependency on us for prompt delivery which, after all, is the forte of the wholesaler.

The past year has been a big one for new colors and styles.

The multi-styles offered by manufacturers has added to the headaches of buyers and where, in the past, a regimental striped crew neck might account for sales, of say, one thousand dozen, five or six novelty items are needed to build up the same volume. Knit sales were doing better in 1959 and we have dropped some woven lines in favor of them.

There were two significant things in infants' and children's

knit stylings in 1959.

One, the increased importance of collar styling and the other, a sharper distinction between apparel for girls and boys in the infant sizes. Once these were distinguished by color but customers, today, insist on a

Wholesaler Does Big Job With Knit Shirts

DALLAS, Texas—Increased use of Acrilan and Orlon in men's knitted sports shirts is looked for by B. B. Barnett, manager of the men's furnishings division of Higgenbotham-Bailey Company. This prominent Texas wholesale firm, according to Mr. Barnett, is making plans for substantial increases in sales of knit shirts made of these two synthetic fibers. However, he indicated that cotton is still expected to account for the greatest proportion of knit shirt sales by his company. Mr. Barnett cited a trend toward shawl collars in knit sport shirts. In swimwear, he noted growing interest in knitted tank suits of either cotton or Orlon.

Higgenbotham-Bailey is expanding its services to retailers. Not only is the company carrying larger stocks, but it is also stepping

up its shipping facilities and providing better deliveries.

more masculine or feminine fashion even in babies' wear.

Costs went up substantially during the past year but price levels have so far remained on the same level creating somewhat of a squeeze for wholesale houses. Imports, particularly from Japan and China, have also hurt and tend to become more of a problem. Chinese merchandise, I understand, comes in via of Hong Kong.

I look for a more conservative trend in 1960 and more solid goods with gimmicks. We have gone more and more into synthetics but cotton remains the favorite fiber here. In colors, we have gone along with olive and gold for spring but we will also continue with mountie red and copen blue, two colors of our own which have given a good accounting last year.

(Continued on Page 55)

YOU ARE INVITED

TO VIEW OUR FALL LINE AT OUR NEW YORK OFFICE

4303 EMPIRE STATE BUILDING



6118 KINSMAN ROAD CLEVELAND, OHIO

- NOW IN OUR 60th YEAR! -



The knitter who favors wool is investing in the solid integrity of Nature. All-American wool is one of Nature's noblest products — the purest fiber of true character that stands on its own merits. There is no fiber as controllable or as reliable as WOOL.

It's wasteful business to use second-rate fibers that strive, unsuccessfully, to imitate wool. The net result with imitation fibers is loss of profits for you in decreased sales and mark-down merchandise, and loss of prestige and valuable good-will. Don't settle for anything less than the **real thing.**

Bonte is ready to take care of all your wool yarn needs. They're famous for their tremendous variety of wools of all grades, textures and types — multicolored heathers, superior wool-mohair blends, quarterbloods, and a new fine zephyr. Bonte's bonus service originates and confines exclusive colors to major mills.



N. Y. Office: Mr. H. H. Pennewell-MURRAY Hill 3-8981

Wholesaling

TIMES

Dry Goods Wholesaler Seen As A Knitwear Specialist

SAN FRANCISCO, Calif.— The role of the specialist in knitwear was strongly emphasized here recently by two different wholesalers, speaking in separate interviews. In discussing the place of the dry goods wholesaler in today's market, both Leslie Taylor of Edmund Taylor and Sons, and J. J. Budd, of Budd and Votaw,

mentioned the current tendency of leading wholesalers to contract with knitters for exclusive custom-made styles.

"This does not mean the elimination of style or quality—quite the contrary," declared Mr. Taylor. "It merely means the brand line has styles that in detail are exclusively his." And along the same lines, Mr. Budd declared: "In this territory, the volume in knitwear is done by the specialist while in swimwear it is done by the manufacturer. However, there is still a place for the dry goods whole-

Mr. Taylor pointed out that national brand houses, even those who actually manufacture styles, contract on the outside for the goods they control. Sometimes they buy yarn or

saler who is willing and able to

style a line that can compete."

otherwise finance the knitter in part. "The style field is so broad," he stated, "that no brand line could possibly make all the sweaters or shirts they sell."

Advantages Cited

To the retailer, the dry goods wholesaler offers a number of business advantages, Mr. Taylor stated. Not the least of these is the wholesaler's ability to carry stock and back up initial orders with readily available fill-in merchandise. This enables the retailer to keep his inventory low while still taking advantage of any sudden and unexpected sales spurts.

Proper merchandising and promotional activities can be a helpful aid to both wholesaler and retailer, according to Mr. Taylor. An effective technique his firm has found is the naming of styles—Olympic, Tahoe, and the like—which can be used in magazine advertisements, stuffers, display cards, and various other promotional devices.

Year a Challenge

In reviewing the past and looking toward the future, Mr. Budd had some interesting comments:

"The year of 1959 was quite a challenge to the dry goods wholesaler who distributes knitted outerwear and swimwear. Two years ago, it was a case of having a few styles in a lot of colors. Last year was the reverse—many styles but few colors. This was certainly the situation on the Pacific Coast.

"It was difficult last year because the demand for certain styles did not develop until after school opened. This also held true as to colors. The bulky shawl collars and cardigans held up but the boat necks were a later development. So were the colors green and gold.

"The numerous styles and colors that make up a knit and swimwear line which is only good for one season require a great deal of planning and foresight. But it can be done and it is certainly necessary in today's competitive world."

Brown-Durrell Does Expanded Volume

(Continued from Page 53)

We are primarily brand distributors and brand names are becoming increasingly important to the independent retailer in his competition with chains and supermarkets. Backed by national advertising and with what advertising help we can give him, he has an even chance with his big competitors. He also has the benefit of the exchange of sales ideas and experiences from one section of the country to another which we are able to offer.

WILLIAM WOLF & SON

OUR FALL LINES ARE NOW READY AND WILL BE SHOWN AT OUR NEW YORK SHOWROOM: 1270 BROADWAY, ROOM 803

LADIES' SWEATERS, SHRUGS, BOLEROS FOR JOBBERS EXCLUSIVELY

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Long Staple Yarns for Classics?

Package-dyed High Bulk for Bulkies? ...(Dyed at Glen Raven)

Stock Dyed Heathers in all Deniers?

Bulky Yarns from Long Staple Orlon?

Yarns Designed for Napping & Shearing?

Wool Spun Yarns? (75% lamb's wool –25% orlon, 100% lamb's wool & wool blends)

GLEN RAVEN HAS THEM ALL!



For the complete "yarn" about Glen Raven see the Feb. 15th issue of Knitted Outerwear Times

THE GLEN RAVEN MILLS, INC., 1430 BROADWAY, NEW YORK 18

IMES

Wholesaling

Miami Firm Ups Knit Sales

MIAMI, Fla.—This city's oldest wholesale dry good firm, Cromer Wholesale Company paradoxically enough is located in what is perhaps Miami's newest and most modern wholesale dry goods building. In Miami for 45 years, Cromer went wholesale in 1934 after being in retailing under the name of Cromer-Cassel since

1926. Two years ago the company constructed a completely modern, designed-to-specifications, all air-conditioned building at 55 N.E. Seventh Street.

Ideally situated in the heart of the downtown area where it is central to all locations, near two heavily traffiked thoroughfares, but not congested by either of them, the \$200,000 15,000 square foot structure, one of the few buildings in the country in which even the warehouse is air conditioned, stands on a 150 x 150 foot lot, with parking facilities for 34 cars on one side, and metered parking spaces across the street as supplemental parking, when necessary.

Handles Varied Lines

Maurice Cromer, a lawyer turned merchant, is the owner. He abandoned the law and took over the reigns of the wholesale business because of the illness and death of his father, Daniel Cromer, pioneer Miamian who founded the firm which stocks men's, women's and children's wearing apparel, dress fabrics, domestics, textiles, and a complete line of dry goods, for the retailer.

It's difficult to categorize knitted outerwear and to tell where it begins and ends, stockwise, says genial Maurice Cromer.

Cromer Wholesale offers its retailer customer more than just selling. "Each extra service is a link in a chair that all told," Mr. Cromer says, "results in satisfactory distribution to retailers."

Stress Salesmanship

Most important link, perhaps, is proper salesmanship, Mr. Cromer emphasizes. For this reason information on trends, styling, durability and practicality of merchandise, and all other pertinent data is provided Cromer salesmen before they are allowed to go out on their rounds. They are familiar with information on mill lines, and data regarding retailing, as well

as wholesaling; they know what is good, what is and what isn't selling trends.

Cromer Wholesale covers all of Florida, with the exception of a few sections in the extreme north. In addition, the company enjoys a sizeable export business to the Bahamas and other Caribbean Islands, as well as to Central and South America.

Three Sections

The company's large, airy, fluorescent-lighted stock room is divided into three sections. One area is for wearing apparel, the steel shelves of the center section are stocked with piece goods, and the third area houses domestics.

Before final plans were made for the present building, Mr. Cromer traveled across country visiting wholesale companies. His building thus is a composite of the best features of many wholesale concerns. The executive suite, which boasts wall paneling, New Orleans shutters, wall to wall carpeting, and appropriate and effective lighting, is windowed so each portion of the building is in direct view. An inter-communication system is a convenience and timesaver. The offices and showroom comprise 3,500 square feet; the stock room most of the remainder. A kitchen and conference room are added features in the structure, and each week staff meetings are held to keep employees abreast of firm and general business developments.

A simple method of recordkeeping makes inventory checking easy and effective. Everything warehoused at Cromers is visible, with no hidden corners. This is a distinct aid to inventory control and makes possible ready determination of the items which are sold out or slow. Daily lists of low items are given to the firm's two buy-

Seven salesmen are employed at Cromers. While specialty sell-(Continued on Page 59)

TULLY gives wholesalers what they want most!

As one of the largest sales organizations catering to the wholesaler, Henry J. Tully & Co., Inc., is in a position to serve wholesalers most efficiently and satisfactorily.

TULLY'S merchandise offerings represent the best values possible, brought about by volume production of the mills we represent and volume selling.

······ FEATURING FOR FALL ······

Men's, Boys', Juveniles'
LINED, UNLINED JACKETS
and SWIMWEAR

Men's
SKI and NOVELTY SWEATERS
In Wool and Orlon

FLEECED SPORTSWEAR

Ladies', Men's, Boys', Juveniles' SWEAT SHIRTS

..........

If you're a keen buyer, you owe it to yourself to see TULLY for all your Knit Goods and Sportswear requirements

DURING THE KMRA SHOW



ROOMS 640 & 642

HENRY J. TULLY & CO., INC.

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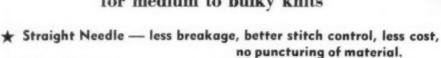
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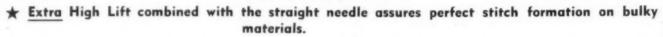
Bulky knits--no problem with these incomparable machines

Compare the outstanding features on

Rumoldi class 27.00B

for medium to bulky knits





- ★ Fully Automatic Lubrication 3 quarts of oil pumped throughout the machine every minute.
- ★ Push-Button Stitch Length Control gives you the advantage of changing the number of stitches per inch without the need of changing cams.
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- * Quickest Threading completely from the front of the machine.
- ★ Constant Stitch Control . . . due to micromatic adjustment of tension discs.
- * Works perfectly on heaviest or lightest knits.
- * Finest Workmanship combined with finest materials assure years of trouble-free performance.

and introducing— the NEW Class 27.7

Perfected especially for Extremely Bulky Materials

This machine is equipped with EXCEPTIONALLY High Lift
and oversized heavy duty feed dogs.

Rimoldi class 27 machines are available for all overlocking operations.



U. S. BLIND STITCH MACHINE CORP.

231 West 29th Street, New York 1, N. Y.

LAckgwanna 4-9144

Wholesaling

IMES

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Automatic Record System HENRY KORN

CHICAGO, Ill.—A Remington Rand Univac machine has taken over the duties of billing, shipping, salesmen's commissions, inventory and other matters of bookkeeping at Jolly Kids' Togs, infants and childrens' wear, a division of J. K. Hammerman & Sons, Founded nearly fifty years ago by J. K. Hammerman, the firm is

now operated by the founder's sons and grandson, Herbert Hammerman. The company has been a leader in its field for many years.

Over 25 salesmen cover the entire United States, selling the popular priced line of infants and children's wear, creating many daily recordkeeping problems that previously gave work to a whole department, but now are kept track of quickly and efficiently by the Univac.

Before the Univac, cards were punched by hand, and reports were printed by an outside firm. Now, the one machine and smaller units which act as adjuncts to the large one do all phases of these recordkeeping operations.

Often a salesman may sell 20 dozens of different items. All of the items come off the production line of the Michigan factory at different times, due to variations in cuts and styles. Instead of storing all the items until the customer's complete order is ready, shipments are made as the items are completed, and a card is stored showing what items were sent. With the final shipment, an invoice is sent to the customer, after the machine has compiled all the cards pertaining to the particular cus-tomer's order. This storing of cards rather than the actual goods saves valuable space, and gets the merchandise to the customer more rapidly.

The Univac works fast, says Herbert Hammerman. It can turn out as many as 1,500 invoices in an average day. Machines that adjoin the main computing machine perform tasks of sorting, collating, counting sales receipts, keeping track of how many pieces of merchandise were cut each day by the factory and how many were sold by the various salesmen.

Each of the many accounts that Jolly Kids' Togs services has a number and the name and addresses are kept in a card file by these numbers. In this way, orders are taken by number, the factory ships the order out, with shipping details sent to the office. The machine then combines information on various cards and prints up an invoice with little attention from the staff.

According to Hammerman, management is constantly thinking about new uses for their "automatic brain." The Univac ultimately might be used for doing problems of cost analysis.

They think that a program might be set up so that the machine can decide when a shipment is economical to process. This would eliminate one person's work which currently involves going through the shipping orders at the factory.

"We're sure the machine can handle an assignment like this," he said. "It's just a matter of time to set the proper gears in motion," say the Hammermans.

The Hammermans believe that a Univac system such as theirs would be applicable to any large manufacturer or wholesaler whose orders are numerous enough and whose varied facets of operation create a lot of detail work.

Modernization Program Completed At Cromer

(Continued from Page 57) ing has been discussed, it has been deemed unnecessary in this area of limited selling territory (Ocean and Everglades limit selling territory and prevent territorial expansion). Cromer uses a delivery truck service and finds this more satisfactory, and more conducive to speedy delivery in all sections of the city at one time than the purchase of an adequate number of company trucks.

Cromer Wholesale does some direct mail advertising, but sees little need for much, and finds well trained salesmen the best sales promoters. A comprehensive sales catalogue has been found invaluable.

HENRY KORNH. K. Associates, Inc.

Invites you to see
THE
"GLAMOUR"
LINES
FOR 1960

LADIES'

NAPPED & SHEARED & STAPLE ORLONS

Also Extra Sizes — Women's Coats

by

BARRY KNITTING MILLS, INC.

Philadelphia, Pa.

LADIES'

VIRGIN FUR BLEND NOVELTIES & CLASSICS

Full Fashioned, too

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Exclusive Sales Agents

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Ban:Lon.

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prime producers of this remarkable yarn

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FORREST B. SHARPE P. O. Box 1122 Daiton, Georgia BR 8-1653 G. ALLEN MEBANE P. O. Box 351 High Point, North Carolina HP 2-8751 C. M. PATTERSON 222 West Adams Street Chicago 6, Illinois RA 6-6787

Gillman Cites Styling And Color As Boosts To Men's Sweater Sales

CINCINNATI, Ohio-1959 was described as an excellent year for sweater and swimwear sales in the boys' and men's field by Mayer Gillman, president of Gillman Knitwear Company, 14-year-old wholesaling firm with distribution in a nine-state

According to Mr. Gillman, the credit for the upswing in men's and boys' sweaters, which the company manufactures for sale under the Brian Mac Neil trade name, is due to innovations in styling and color. He noted that consumers of these products have become increasingly fashion conscious and added, however, that the wholesaler still needs to maintain staple lines of merchandise.

Color Forecast

Mr. Gillman predicted that golds and muted olive green shades will remain very much in demand during the coming year. He anticipates continuing interest in Ban-Lon and Orlon.

The Gillman Knitwear head also looks forward to another

record-breaking year in swim suits and other beach wear. He explained that the firm has had particular success with a white terry beach coat.

Mr. Gillman is now creating styles and working out color details for the fall and winter seasons of 1960. The firm plans styles and designs for sweaters and swimwear, which is produced on a contract basis, six months in advance.

The current line encompasses cardigans, vests and pullovers, in fine gauge and bulky treatments. Lamb's wool blends incorporating Orlon or nylon, brushed mohair and 100 percent Orlon are among the compositions used.

Cardigan Range

Four-button cardigans are produced in Orlon interlock with contrast striping on borders and pockets; and in an accordion ribbed blend of 80 percent lamb's wool and 20 percent nylon, with contrast striping. A

(Continued on Page 63)

for a complete line of LADIES' SWEATERS

latest styling newest yarns classics & novelties **bulkies & flat knits** brushed napped & sheared

be sure to see

MCWILLIAMS KNITTING MILLS'

line for 1960

being shown by

MERCHANTS MART

421 7th Avenue, New York, N. Y.

Room 646 at the KMRA Show

McWILLIAMS KNITTING MILLS

UNION CITY, N. J.



COTTON KNITTED FABRICS

for

- Ladies' Dresses, Sportswear and Coordinates
 - Men's Shirts
 - Boys' Shirts
 - Infants' and Children's Wear
 - Coats and Car Coats

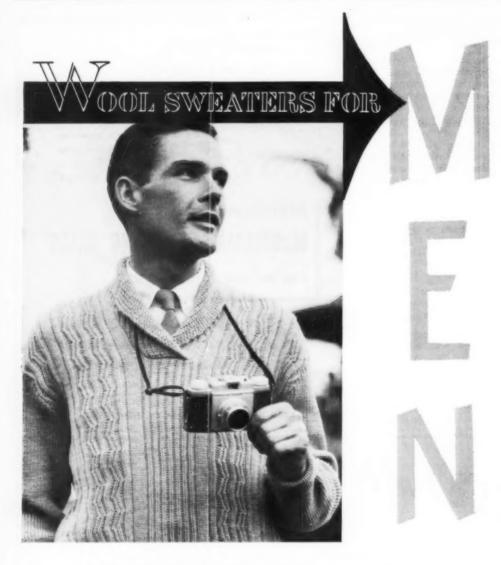
SURF-TEX — ELASTICIZED FABRICS FOR BATHING SUITS

104 WEST 29th ST.

NEW YORK 1, N. Y.

LACKAWANNA 4-3497-8-9

MILL: ALLENTOWN, PA.



There has been a fantastic demand for color and styling in men's wool sweaters that has skyrocketed volume from 26% to 60% over last year's sales.

This is just the beginning. Men have an insatiable desire for still more, as revealed in a recent gift survey that gave their number one preference to wool sweaters.

Are you getting your share of this increase? For all types and grades of wool yarn for men's sweaters, turn to Energetic, who for more than 40 years have maintained a reputation for leadership on special all-American wool yarns for men's knitwear. They have achieved top status for creativity in developing new yarn combinations of surprise textures that knub, splash or flake; for shaggies, bulkies, fine-gauges, heathers, tweeds-or, you name it.

For the finest in performance, quality and prestige, produce your knitwear of wool, nature's own precious fiber. Your customers depend upon it. Wool adds more to your "quality reputation" than any other fiber of the world!



ENERGETIC WORSTED CORPORATION

SUPPLIERS OF ALL GRADES OF WOOL

Pennsylvania Telephone -- Broadway 5-4970 For Men Only

SWEATER NEWS **NUGGETS**

COLOR

Color awareness in the men's sweater market is growing phenomenally. Shades currently selling best in 281 stores in order of importance are:

Olive Green **Burnished Tones** Charcoal Gray Charcoal Brown Charcoal Red Oxford Grey

STYLES

Season's best-sellers of the rich harvest of new styles for men are:

Boat Neck Shawl Collar Crew Neck 5-Button Cardigan V-neck

DEMAND FOR WOOL GROWING

"Give us more wool sweaters! We can never have enough of them" - was the plea voiced by the men of all ages questioned in a Christmas gift survey. Wool sweaters have become the backbone of the male wardrobe, for sports and leisure, for work and dressup. Men want MORE sweaters of wool, because wool is the predictable, practical fiber they can be sure of, always so comfortably warm and flexible; now completely washable and mothfree.

Walter Janiel

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bulky accordion rib five-button cardigan in lamb's wool is piped in Suedene at borders and pockets. The lamb's wool and nylon blend is used in a bulky pop corn stitch cardigan with sixbutton closure and contrast striping. Also in the heavy weight category is a bulky shawl collared cardigan of 50 percent lamb's wool and 50 percent Orlon.

There are four vest styles in the Gillman line: an Orlon interlock three-button model with contrast striping; a three-button lamb's wool and nylon blend in an accordion rib with contrast trim; a double-breasted wool and Orlon number with contrast piping; and a deep pile bogus bearskin number with Durene knitted back and four button closure.

A striped double shawl collar appears on a pop corn stitch pullover of the lamb's wool and nylon blend. Also in the Continental mood is a V-neck pullover with contrast striping on a deep V overlay treatment. A crossover boat neck pullover combines 65 percent mohair and wool with 35 percent combed cotton, while a bulky

shaggy is of all brushed mohair. Another boat neck, in the accordion rib, is in the lamb's wool and nylon blend.

The territory covered by the company embraces Ohio, Kentucky, Indiana, Illinois, West Virginia, Tennessee, southern Michigan and the northern sections of Alabama and Georgia.

Industrial Relations

Aptitests Offers Test Of Mechanical Knowledge

INDIANA, Pa. — A new Mechanical Knowledge Test has been developed by Aptitests, here, as an index of mechanical background and experience on which to base hiring, placing and promoting decisions.

Test 6-A, developed by psychologists, is one of a battery of Aptitests designed to measure mental ability, personal adjustability to an employment situation and specific job aptitudes and abilities.

It is a short-time test, administerable with a minimum of supervision and designed for rapid scoring and quick, accurate interpretation.



OHIO KNITTING'S QUALITY LINE FOR FALL '60

When you're picking the "right ones" for your quality label — look to OHIO KNITTING!

From design to the finished product, we offer the skill and experience of a long successful past . . . Here's another WINNER for you!

See . . . ED GOTTLIEB

Room 651

KMRA SHOW Jan. 24-28



FEATURES:

Ladies' Classics Novelties; Bulkies Jackets; Embroidered Accessory Items in Ban-Lon — Orlon & Wool

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KNIT GOODS AT ITS VERY BEST

SWEATERS
POLO SHIRTS
KNITTED
SPORTSWEAR

DOMESTIC AND IMPORTS

SEE US IN ROOM 645



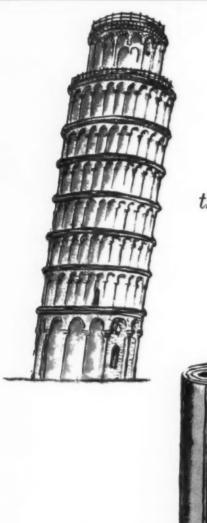
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CLEVELAND 4, OHIO

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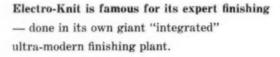
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there is only one Leaning Tower of Pisa!

there is only one

Electro-Knit Fabrics!



Electro-Knit is famous for the methods it uses in making perfect piece goods out of VAT DYED yarns . . . for its magnificent, imaginative designs!

Electro-Knit is famous for its yarn dyeing! Large quantities of dyes, plus the "Electro-Knit Fixed-Fast Color" Process, create Electro-Knit's amazingly true-to-life fast colors . . . each fast up to 160°!

All our knitted fabrics are treated with American Cyanamid's new "Cyana" purifying process.

For creativity, quality, dependability and service . . .

Knitted Fabric Fashion Starts at

ELECTRO-KNIT FABRICS, INC.

2201 NEPTUNE AVE., BROOKLYN 24, N. Y. (CO 6-5900)
ELECTRO-KNIT FABRICS OF CANADA, LTD., 1239 BENOIT ST., MONTREAL. (UNIVERSITY 1-1732)
819 SANTEE ST., LOS ANGELES 14, CALIF. (MADISON 3-1551) ... WEST COAST REP. — TED ROSS
World's Largest Maker of Yarn-Dyed Cotton Novelty Fabrics

Men's Wear

Ordering Of Knit Shirts, Swim Trunks Strong At Wisconsin MAC Market

By BENN OLLMAN

MILWAUKEE, Wis. — Upstate men's wear buyers made up the bulk of the attendance at the Wisconsin MAC's Father's Day and Spring Merchandise Show held January 10-12 at the Schroeder Hotel.

Ordering was fairly strong and dealers displayed considerable optimism over business prospects. Buyers confirmed reports that their Christmas holiday and winter selling activity had dug deeply into their knitted outerwear inventories. Very few of the upstate dealers complained about the effects of the recently settled steel strike. The layoffs had failed to penetrate into the outlying Wisconsin, Iowa and Upper Michigan territory.

Demand was sizeable for immediate deliveries of fill-in sweater merchandise. A lot of the dealers shopping the show said that their January sweater promotions were meeting with success. Sweaters are expected to obtain more prominence in this year's Father's Day merchandising plans.

Dealers were ordering "both ways" at the show, according to Jerry Wallace, Milwaukee Knit Products Co. Orders were written for sweaters on which to peg current store sales as well as knit shirts for spring promotions.

Fill-in sweater orders for immediate deliveries found shawl collar wool bulkies continuing to dominate the picture. A surprising demand appeared for five-button coat sweaters and four-button vests. These two styles had been moving slowly earlier in the season, Wallace said.

In knit shirts, according to Wallace, "there were no standout items". The demand generally was for fashion collars; those shirts featuring Contin-

(Continued on Page 69)

BRUCE CAMERON MEN'S SWEATERS Since 1931

CARDIGANS & SLIPOVERS

featuring

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Presents "THE NEW and THE OLD" for Fall '60

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Our Staples and Classics Unchanged INTERLOCK COATS (Worsted and Orlon) "THE NEW"

Big Boys', Little Boys' COATS & VESTS in Orlon and Lamb's Wool

NEW HIGHLY STYLED ORLON SWEATER SHIRTS

Men's - Boys' - Juveniles' Bathing Suits

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Mr. Roo says...

"LOT 126...THAR'S GOLD IN THEM THAR WORDS!"

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good pace.

Cotton knits were still the most important items in the Milwaukee Knit Products Co. spring offerings. Strength was also revealed in a few of the Orlon and Ban-Lon knit shirt numbers. Particularly good was a short sleeve Ban-Lon numher to retail at \$6.95.

Most popular knit shirt colors were gold, black, white, olive and light blue.

Considerable interest was evinced by buyers in the display of swimwear in the Milwaukee Knit Products showroom. Small town dealers appeared to favor the knit briefs and boxer styles. The newer John L knit trunks were not as well received by small town merchants; although the big city buyers laid in good sized

Dave Barris, Rugby Knitting Mills, reported his order writing was "fair". Some of the strength of this showing had been drained off during the fall showing last October, Barris contended. At that time most of the firms unveiled items in

ental roll collars moved at a their spring lines. To some extent, he claimed, this show was a repetition of that show. In addition, he had already made calls on his major accounts in this territory.

Most of the Rugby orders were limited to knit shirts for spring merchandising. Sweaters moved at a moderate pace. Novelty collar knit shirts were very popular. Cotton was the dominant fiber.

What about the outlook? "Now that the steel strike has been settled, I can detect a strong feeling of optimism among my retailer accounts" Barris stated.

Campus Sweater and Sportswear Co.'s William I. Harris estimated that his traffic at this show was "about the same as last year".

Virtually all of the sweater orders he wrote were for shawl collars, Harris reported. Some business was written for bulky wool blend coat sweaters.

Three-quarter boat neck knit shirts met with strong buyer approval, as did Campus' Acrilan golf shirts and fancy cotton

(Continued on Page 71)

FRANK KODAY CO. **SHOWING IN ROOM 635**

men's

boys'

ladies'



KNITTED SHIRTS and SWEATERS

Bulky Knit • Jersey • Interlock • Full Fashioned

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SEE OUR COMPLETE FALL LINE FOR 1960 IN ROOMS 619-621

SWEATERS

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AMERICA'S QUALITY PRODUCER OF SWEATERS AND SWIMWEAR

SWIMWEAR

BULKY KNITS - 100% VIRGIN ORLONS - ORLON BLENDS - WORSTED INTERLOCK

Pullovers — Coats — Sweater Shirts in all styles

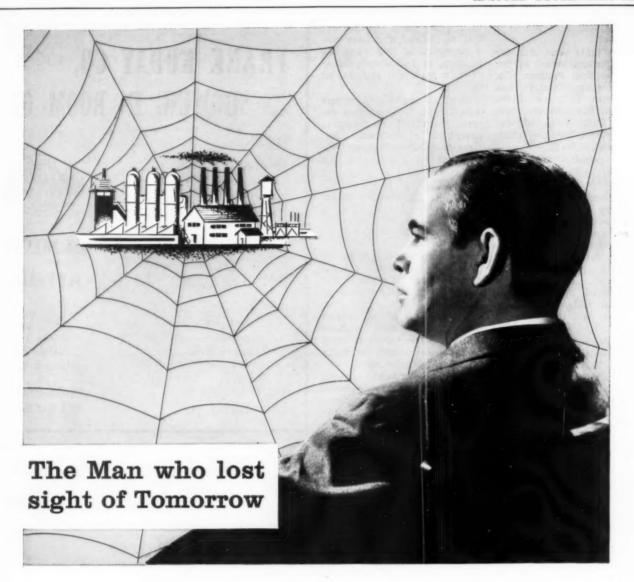
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Cash is as much a tool of business as the machine — and wise management uses the profit-making potential of liquid cash just as it uses any tool. Idle money tied up in accounts receivable or inventories is no different from an idle, non-producing plant.

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IMES

knits. Most popular colors were olive, gold and white.

Salo Feuer, sales representative for Puritan Sportswear Corp. reported business "very good". But, he added much of his spring volume had been written prior to the show. He also noticed a feeling of confidence among dealers for spring selling prospects.

"Business, according to the dealers with whom I worked at this show, should hold firm. It is actually going to be a continuation of the strong fall and winter volume stores experienced in this area," Feuer claimed.

Light weight sweaters were ordered in good quantities for Father's Day promotions. But, most of the action in the Puritan space was for their fast moving Ban-Lon gaucho type knit shirts. The Bob Cummings Shirts continued to account for a comfortable volume.

Swimwear sales climbed over last year's totals, Feuer said. Elastic knit trunks, and the modified John L trunks moved in healthy volume. "Swimwear inventories among my dealers are lean" reported Feuer.

Men's Wear

Knitted Shirts, Trunks Star At N. Y. MAC Show

BUFFALO, N. Y. — Men's and boys' knit shirts, swimwear and sweaters were in steady demand during the highly successful spring-summer market of the Men's Apparel Club of New York State in Hotel Statler-Hilton, Jan. 10-13. Knitwear houses were well represented on the three floors of the hotel where the show was centered.

It was one of the best January markets of the New York State MAC in recent years, according to salesmen. Attendance increased over a year ago and approached an all-time peak. Buying action was steady and confident with orders generally exceeding in-size those placed at the 1959 market.

Salesmen for knitwear lines cited several reasons for the confident attitude on the part of Western New York men's and

(Continued on Page 73)

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Profitably yours-

from a family of engineered machines

The setting of modified filament sweaters is a precisely controlled, high-production operation in the mill-proved Turbo Sweater Setter. Production rate is 400 dozen sweaters per 8-hour day.

In the Turbo Sweater Setter, there are two carriers with trays. One is loaded while the other is in the cabinet. As a loaded carrier moves into the cabinet, the door is sealed automatically. Cooler air is expelled in seconds. The temperature rises to the predetermined setting. From then on, alternating steam and vacuum cycles are used for the duration of the setting operation for complete uniform penetration. Complete setting uniformity is achieved — from lot to lot, week to week. Time cycles, temperature, production cycles are controlled automatically.

There is nothing for the operator to do except load and unload the carriers.

The Turbo Sweater Setter is one of a family of Turbo engineered machines. Turbo heat-setting machines are used throughout the textile industry for precision setting of fibers, yarns, fabrics, and finished garments. Turbo makes Smith-Drum package and skein dyeing machines, hoisery and sweater dyeing machines.

Turbo Orlon* is a "buy-word" in the knitted outerwear field, based on the processing of synthetic tow on the Turbo Stapler, Fiber Setter, and Crimper.

Talk to a Turbo engineer about your requirements . . . or write for literature on Turbo Machines for your application.

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TURBO

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TURBO MACHINE COMPANY, LANSDALE, PA.

MES

boys' wear merchants:

1. End of the steel strike took a big load off the shoulders of retailers who had been worrying over the possibility of another mill shutdown and its widespread effects on the men's wear trade.

2. Merchants enjoyed good Christmas season trade and had open-to-buy for spring and summer goods. There was little carryover of summer merchandise from last year's successful summer season.

3. Merchants are very optimistic over spring and summer business prospects in view of the bright industrial and employment picture here. They are counting on doing trade about three to five per cent better than last year.

The knit shirt for men and boys is expected to be popular again this spring and summer and retailers placed sizable orders in the category of sportswear. Knits were featured in cottons and synthetics in a wide range of styles, patterns and colors.

Cabana sets were popular in men's swimwear, with emphasis on solid colors, Men's swim trunks also were in demand in a wide range of fabrics, colors and styles, with considerable emphasis on the boxer.

Boys' swim-trunks were in good demand, including both fitted and boxer styles, with color and pattern preference

highly diversified.

All types of swimwear received strong attention because of the excellent selling season for swimwear in the Buffalo area last year, one of the hottest summers in a long time. With swimwear inventories pretty well cleaned out, merchants were in a mood to look at new lines and either buy or make plans to buy at a later date.

There was some fill-in buying of men's and boys' sweaters for late winter and spring selling. However, the sweater trade was not quite as peppy as some other apparel lines. The reason for this, said salesmen, was that lack of cold weather early in the winter here had retarded sweater business. Retailer sweater stocks at this time are a bit higher than had been planned.

Knitwear items for men and (Continued on Page 75)

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of our ever popular line of Fine Combed Knit Turtlenecks and Placket Knit Sport Shirts Men's — Boys' — Juveniles'

NEW KNIT MFG. CO

Lowell, Mass.

Sweaters and Swimwear

Featuring

Bulky Knits — Orlon Lamb's Wool — Worsted in all styles

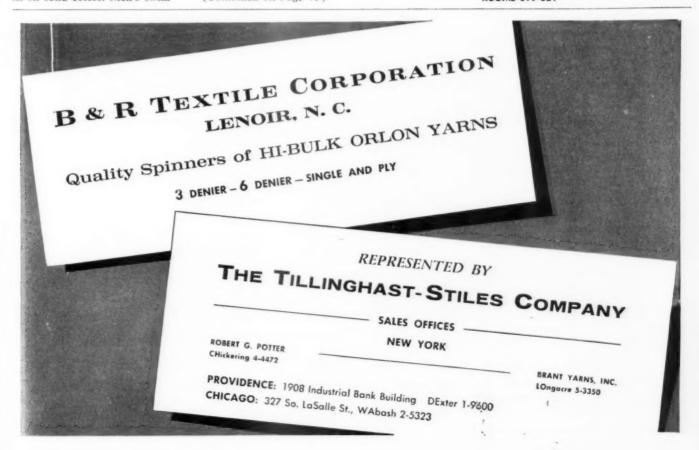
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ROOMS 619-621





Don't drown in a sea of financial problems. Meinhard can help you navigate through the rough going: the long terms and extra dating that customers need these days—the seasonal build-up of inventory that's so essential. Factoring can keep your head above water with MORE CASH and LESS RISK.

boys were given prominent treatment in the "Aisle of Styles," set up by the New York State MAC to enable manufacturers to spotlight their featured numbers for the inspection of retailers.

Sales of sweaters were up at least 20 percent over the last year and six months, most exhibitors said. Prospects for sweater sales during the next few months are deemed excellent.

The fastest moving sweaters continued to be the bulky knits, with Orlon being the best seller. Orlon 21, with an appearance much like wool, was a popular item in various pastel shades.

In smaller sizes and pre-teen sizes, the bulky sweaters and brushed knits sold best, but in teen and junior sizes, the wool blends, mohair and fur blends moved well.

Continental styles moved well in most showrooms, with sweaters featuring shawl collars and unique neckline treatments. Styles in boys' sweaters, like the cotton knit shirts, vests, and slacks followed the trends seen in men's knitted wear. A clay color, similar to gray, sold well. There were few calls for all white sweaters, with loden green a fast moving shade for boys' sweaters, and surf blue and beach coral good selling shades in girls'.

Beading and appliques continued as popular trims for stylizing sweaters, with a variety of novel designs on collar, pocket or the sweater itself. Trims utilizing stitching in contrasting colors were seen on many sweaters and knitted cotton shirts.

In knitted infantswear, Orlon shawls and blankets also showed an upward trend in sales. Few calls were noted for knitted wool shawls or caps and bootie sets.

Financial

American Viscose Corp. Declares Dividend

The directors of American Viscose Corporation on January 6 declared a dividend of 50 cents per share on the common stock payable February 1 to stockholders of record at the close of business on January 16.

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FOR 1960

SWEATERS SPORTSWEAR

Ladies' • Men's

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MODEL 61-S



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Yarn Processing

National Spinning Co. Dedicates New Whiteville Plant

WHITEVILLE, N. C.—National Spinning Company's new spinning plant for machine knitting yarns was dedicated here on Saturday, Jan. 16, at a luncheon for local and state dignitaries and members of Whiteville business and civic organizations. Following the dedication ceremonies and luncheon, over 800 residents of this

city and nearby Columbus County communities were guests of the company at a reception which included guided plant tours.

National's new mill is the third in the company's network of spinning plants devoted to the manufacture of knitting yarns and is the second in this state. The company's other two plants are located in Washington, N. C., about 150 miles from here, and at Jamestown, N. Y. The latter is the company's original spinning unit. The Washington plant was set up about seven years ago.

On Single Level

The new Whiteville plant which sits on a 22-acre site, is a 75,000 square foot all-brick, single-level structure. It was erected by Daniel Construction Company and incorporates a number of unique construction features. Included among these are tiled inner walls and a plantwide air conditioning and humidification system which can be divided into four completely individual sections to provide atmospheric conditions suitable for any type of yarn. Each of the four sub-divisions in the air conditioning and humidification circuit can be separately controlled. The machinery in the plant likewise can be sectionalized in the event segregation of equipment is required for the spinning of different types of

Initially, the new plant will be used for the manufacture of worsted knitting yarns ranging in size from 2/8's to 2/30's w.c. However, the equipment in the plant is flexible enough to be used for the manufacture of spun yarns of any synthetic fibers.

Process Sequence

Spinning of the worsted knitting yarns begins in the new mill with top supplied from National's Jamestown, N. Y. mill, which has extensive Bradford combing facilities. Drafting of the wool top is done in three

stages on Warner-Swasey pin drafters. The sliver coming off the pin drafters is reduced on Whitin roving frames. Spinning is done on the latest model Roberts Arrow spinning frames. These machines, which utilize the long draft system, are capable of spinning any fiber or blend of fibers from 11/2 to eight inches long without changes in roll settings. In addition to producing an extremely even varn, the Roberts frames also are designed for complete versatility of operation.

Winding of the yarn following spinning is done on machinery equipped with sensitive slub catchers for removing yarn imperfections. Following winding the yarns are plied on a large package twister designed to produce a yarn with a minimum of knots. The yarn is then put up in skein form on a battery of skein reelers fitted with yardage counters to make any size skeins required.

The new plant houses a modern, well-equipped yarn testing laboratory for quality control. The mill tests all tops received for staple length, grade, oil content, nep count, vegetable matter and uniformity of sliver weight. Every process in the yarn manufacturing sequence is checked on a cycle basis for weight and evenness. This assures that within a short period of time every spindle in the plant will be checked for perfect mechanical adjustment.

Notables Present

The dedication ceremonies which were held on the plant premises were presided over by George Gold, executive secretary of the Whiteville Merchants Association. The Reverend P. O. Lee, pastor of the Whiteville Methodist Church, delivered the invocation. Greetings from the community were extended by Whiteville's Mayor Edward Williamson; J. A. Maulstaby, U. S. Collector of Customs for the Port of Wilmington, N. C. and a lifelong Whiteville resident; and William P. Saunders, director of the North Carolina State Department of Conservation and Development.

Philip Leff, president of National Spinning Company responded to the greetings on behalf of his brother, Carl Leff, vice president, and his associates in National Spinning Company. Mr. Leff expressed his thanks for the reception accorded his company and "for the faith shown by the community" in his organization.

Praises Community

"We want to be good neighbors," he stated. "We want to take our place in the community, participating in the various civic and welfare endeavors which make Whiteville a good place in which to live and earn a living. In this way we hope to repay, partially, our debt to you. I feel that North Carolina and the entire Southeast is in its greatest era of development."

Pointing out that 25 years ago Time Magazine had characterized the South as the nation's "greatest economic problem," Mr. Leff said that, in contrast, today the South "is the nation's greatest economic opportunity." This is a tribute, he added, not only to such Southern leaders as Governor Hodges of North Carolina, but to "the real people like our friends and neighbors here in Whiteville."

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Mr. Leff concluded by characterizing the dedication ceremonies as a "great day for Na(Continued on Next Page)



National Spinning Co. executives explain fine points of a sweater knitted of the firm's yarn to Whiteville's Mayor Williamson following dedication of new worsted spinning plant in Whiteville, N. C. Left to right, Joseph Leff, Philip Leff, Mayor Williamson and Carl Leff.

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Three pin-drafting steps are employed in National's Whiteville spinning plant in the preliminary operation of reducing the wool top to sliver form.

tional Spinning . . . we are at home in Whiteville."

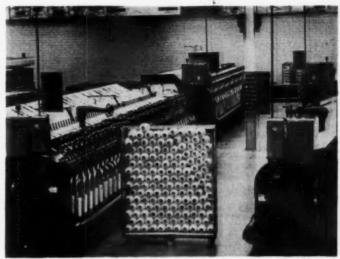
In addition to Mr. Leff, his brother, Carl, and Joe Leff, his son, the dedication was also attended by National Spinning's entire sales and New York executive staff. Also present were representatives of the company's Midwest sales affiliate, National Yarn Corporation, of Cleveland.

National Spinning's New York delegation on the previous day toured the company's plant in Washington, N. C. This unit, which is devoted exclusively to the manufacture of Orlon and other synthetic fiber yarns, is a 100,000 square foot structure on a 28-acre site. This plant actually consists of two separate buildings, one devoted exclusively to Orlon and other synthetic fiber spun yarns, and the

other to the manufacture of Textralized yarns for Ban-Lon sweaters.

The Washington plant produces Turbo-processed high-bulk yarns from 3, 4.5, 6 and 10 denier Orlon tow. It is equipped with latest type pin drafters, roving and spinning frames and winding equipment. The roving frames are equipped with Pneumastop stop motions, and the spinning frames with American mono-rail traveling overhead cleaners set up for both blowing and vacuuming. The winding machines, which are Universal Rotoconers, are kept free of lint via Parks-Cramer overhead traveling lint cleaners.

The Textralized yarn section of the Washington plant is claimed to be one of the most modern and neatest operations



Section of the roving department at National's new spinning facility. Here sliver off the pin drafters is further reduced for spinning on Whitin frames.

in the industry. The plant is completely air-conditioned and the atmosphere can be controlled within such narrow limits that variations in crimp take-up are said to be negligible.

Manual handling of the yarn from the original producer's pirns to final packaging of the cones is reduced to bare minimum. Cones of yarn shipped from the plant are packaged in individual polyethylene film bags cased in partitioned cardboard containers.

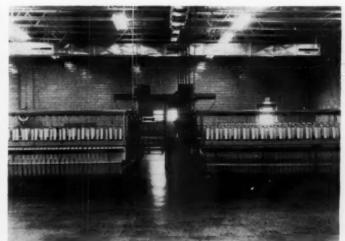
A fully-equipped machine shop is maintained at this ficility for periodic examination and overhauling of crimpers on the Bancroft texturizing machines and for maintenance and repair of other equipment in the plant. Maintenance is stressed in both the Orlon and Textralized yarn departments as a key to quality production. Virtually every machine in the two plants is dismantled and rebuilt at intervals of not more than one year.

National markets its yarns chiefly to the knitted outerwear industry. The synthetic and worsted yarns are sold under various trade names. Among these are: Vybran, the company's designation for its new Orlon Type 21 yarns; Spun-Gee, the brand name for its Turboprocessed high-bulk Orlon for bulky rib knit sweaters; Natura, a mark for a special Orlon yarn for brushed knits; Yama, a mohair and worsted blend.

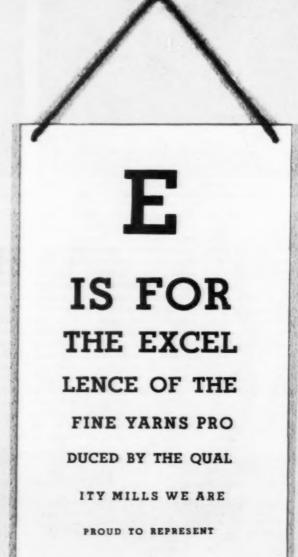
The company has two other trade names to designate mohair-content yarns. These are Mohlan and Actura.



Latest model Roberts Arrow spinning frames are used at Whiteville. These highly versatile processing machines are claimed to produce a uniform yarn.



Skein reeling department in the new mill. From the twister bobbins the yarn is put-up in any size skein required by National's knitter-customers.



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Representing: GEB YARN CO., INC. all yarns on the woolen system THE NENT MANUFACTURING CO. zephyr and other quality wool yarns ATKINSON SPINNING CO., INC. Turbo process Orlon & Textralized yarns for Ban-Lon quality garments DIXIE MERCERIZING CO.hi-bulk Orlon yarns.



Knitwear Abroad

Scottish Knitwear Imports To U. S. Are Analyzed

GLASGOW, Scotland (Via Scottish Amalgamated Trade News Agency)-Scottish knitwear exports to the United States have been analyzed by "The Scotsman" Scotland's national newspaper, in a series of articles devoted to Scottish prospects in the dollar markets. The view offered by this survey is that the woolen industries of Scotland can anticipate a sound continuity of trading with the U.S.A. despite difficulties but that their future is rather less secure than some other industries such as the Scotch whiskey industry; on the other hand it is a better prospect than currently faces many of the major Scottish industries.

Hawick firms are given credit for some \$90 millions of exports over the past 10 years, much of that total going to dollar markets. Today, it is increasingly difficult to increase exports to this market since domestic styling and competitive manufacturing are now so much

more important than in the postwar period.

The 'Made in Scotland' label is still an excellent one, the review says but not to the same extent as in the earlier years of the boom. The present Hawick position is reported to be sound, as has been indicated in our own reports; orders are increasing and double shift and overtime working are the rule rather than the exception. Extensions are also being carried out.

Finishers

Cites Textile Industry's Role In Disease Control

PHILADELPHIA, Pa. — Walter W. Burbank, vice president, Permachem Corp., West Palm Beach, Fla., discussed "Total Environmental Control" before the Delaware Valley section of the AATCC.

Burbank outlined the contribution that can be made by the textile industry in the area of disease control. The use and application of long-lasting germicides in clothing, bedding and various types of fabrics were presented.



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Fabricating Equipment

Brief Review Of Recent Foreign Machinery Developments

By RALPH INNIS

Foreign Technical Correspondent

RECENT developments in European garment fabricating machinery has, as in the States, stressed equipment for finishing knitwear. Although a complete and detailed review of the new units is not feasible because of space limitations, the following highlights will serve to point up not only trends in equipment

design but also those units which have some practical advantage to American manufacturerers of sweaters and knitted dresses and

suits.

The Industrie-Werke, A.G. of Karlsruhe, Germany, which produces sewing and seaming equipment formerly made by the Mauser company, is offering a new three-thread overlock machine for seaming up cut outerwear fabrics. The machine, which is marketed under the designation Type S, is fitted with an automatic lubrication system incorporating an oil cleaning arrangement. The latter enables the oil to be kept at a very high standard of cleanliness at all times. All bearings in the machine are constantly lubricated by small jets of oil which are directed on to them while the completely dustproof machine housing prevents the entry of particles of dust and other foreign matter into the machine.

An oil receptacle fitted below the machine assists in the oil cleaning arrangements. The circulation of the oil is controlled from an oil control gauge on the upper side of the machine and the oil level in the oil receptacle can be checked at any time by means of an inspection glass. The main bearings of the machine are either needle bearings or ball bearings. The motions of the needle are affected independently from those of the loopers so that the return timing of the loopers in relation to the movement of the needle is adjustable. The stitch length can be adjusted without having to change the eccentrics. The handwheel at the upper part of the machine is easily accessible. The presser foot can be swung away to ease threading up and clean-

The threading up of the loopers and the adjustment of the thread tensions is made much easier by removable portions of the machine cover. The machine

is tipped backwards for cleaning purposes.

A sloping channel conducts machine cuttings downwards below the machine table.

Full - fashioned outerwear is normally selvedge seamed by means of a cup seaming machine using a two-thread overstitch. A recent addition to this range comes from the works of Strobel Sohne, Munich, Germany. The machine is marketed under the trade name 140-2-R. The two-thread double chain overstitch is produced at a maximum speed of 3000 stitches per minute.

The coarse toothed feed cups ensure a good grip on the fabric and trouble-free movement. An automatic lubrication system ensures constant lubrication of machine parts.

By using a good deal of light metal in the construction of the machine, vibration during running has been almost eliminated.

The automatic oiling installation operates by sucking the oil from the oil reservoir through oiling channels and pipes to the various bearings and lubrication points. The lubrication system is supervised from a gauge at the top of the machine. The oil and dust proof cover ensures protection of delicate machine parts while safeguarding at the same time the cleanliness of the fabric to be seamed up.

Since outerwear knitted on the full-fashioned principle is enjoying at the moment an unprecedented boom in most parts of Western Europe, Strobel has developed a single chain stitch seaming machine for introducing mock fashion marks into cut knitted outerwear garments where these normally occur in their full-fashioned counterparts.

The Strobel Class 45-25 machine makes a single chain stitch by means of a curved needle and a forked looper. The machine can make up to 2,000 stitches per minute. The depth of the

stitch can be regulated by means of a micrometer adjustment and the power needed to drive the machine is in the range of 1/3 H.P. The presser foot of the machine is particularly wide in order to grip the fabric firmly during seaming. The looper is, of course, threadless and the needle having penetrated the fabric with its thread, retires thus forming a loop. The latter is then entered by the looper and turned. When the needle enters the fabric again it does so through its own needle loop.

This ornamental stitch is put into the garment after the normal seaming operation has been completed with the reverse side of the fabric uppermost. The end product is a mock seam which has a reasonable resemblance to a line of genuine fashion marks.

An interesting looping machine is offered to manufacturers of full-fashioned knitted outerwear by the Kemptener Maschinenfabrik GmbH, Kempten, Germany. This versatile machine is available in any required gauge from four points per inch upwards. The top part of the machine is arranged in such a way that it can rotate 360 degrees in both directions. and since the dial rotates independently from the needle, two operatives can run-on fabric simultaneously.

Needle rotation is controlled by means of a press button. The rotatable dial can be removed and replaced by another one of a different gauge within a short space of time. By changing the looper the machine can be adapted from single to twothread looping. The needle operates from the inside of the dial towards the outside, and enclosed cams give an exact drive to needle and looper. An infinitely variable gear operated by a hand lever can produce up to 400 linking cycles per minute.

The pressing-on roller can be swung sideways for any needle or loop position and the enclosed drive elements are guarded against dust and dirt penetration thus prolonging the life of the machine. By using a push button control the yarn ténsion

discs can be released and the yarn can then be pulled forward free of tension

The needle as well as the yarn tension have micrometer adjustments. The needle can be adjusted both up and down as well as sideways. The angle of the linking points in the dial has been determined after a good deal of experimentation and is designed to allow running on to be carried out without causing fatigue. There is easy access to the motor, the gears and the switch and an electric light can be fitted by using a plug on the machine.

Packaging

Packaging Exposition April 4-7 In Atlantic City

ATLANTIC CITY, N. J.— The need for packages that not only sell a product but also give satisfaction to the customer will be underlined at the American Management Association's 29th National Packaging Exposition and the accompanying National Packaging Conference here in April. Both events will be held at Convention Hall—the Exposition April 4-7, the Conference, April 4-6.

There is evidence of a growing awareness in the packaging industry of the need to satisfy the end user of the package, be it industry or an individual consumer, according to Henry Schniewind, vice president, Springs Mills, Inc., New York, N. Y., and vice president of AMA's Packaging Division.

The main job of the industry's top managements is to see that all segments of packaging work together in a concerted drive to provide this satisfaction, he pointed out. "It matters not whether the final package is the result of house research and fabrication by the manufacturer of the product or is a combination of efforts by the independent engineer, machinist, designer, graphic artist, material supplier, and fabricator so long as this end is achieved."

The 25,000 business executives expected at the exposition will view the latest in packaging machinery and equipment, materials and supplies, containers.

Warp Knitting Principles

Pattern Scope Of Warp Knitting Equipment—Part 13A

By A. REISFELD Director, Research and Development Gehring Textiles, Inc.

We shall now consider further aspects of plating by discussing an elementary two bar construction. Figure 2 shows a diagram of a simple structure produced with the bars lapping in opposition 1-0, 1-2. The diagram shows the reverse side of the structure. The shaded lines indicate the front bar yarns (F), while the

The shaded lines indicate the plain indicate the back bar yarns (B). The diagram discloses two important points, viz. one—the front bar yarns are plated on top of those of the back bar, two—the front bar floats (FF) cross over the back bar floats (BF). The front bar yarn, therefore, effectively covers the back bar yarn on the face of the fabric and predominate on the back of it.

It would appear from the diagram that the back bar yarn is plainly visible at the back of the fabric. This is not usually the case. The diagram merely indicates in a schematic way the yarn configuration of the fabric. In reality, the thickness of yarn, size and spacing of loops are such as to bring the floats into a much greater prominence than it might have been inferred from the diagram.

On jersey, for example, the front bar floats cover the back bar loops so well that their color is hardly discernible at the back of the fabric. A diagram showing true appearance of an average fabric would tend to confuse the reader rather than to clarify it. Although the front bar yarn is superimposed on top of the back bar, a certain amount of color of the latter will still show through. This may be readily seen on Figure 2.

The portions X and Y of the back bar loop are not covered by the front bar yarn which will make them visible on the face of the fabric.

The reader should by now gain some appreciation of the complexity of problems arising through application of color in warp knitting. We cannot, however, end the discussion with what has been said till now, because in addition to the order of guide bar threading and direction of their shog, there are other factors playing a considerable importance in determining the color effect.

Indeed, a close study of Fig-

ure 2 will reveal existance of a large number of variables capable of modifying the disposition and amount of color on both sides of the fabric. These variables are:

THICKNESS AND BULK OF YARN—If the front bar yarn is fine in denier and of poor covering powers as compared to back bar yarn (e.g. spun and filament material combination), the later will be clearly visible on the face and back of the fabric. Obviously, a thin yarn even if perfectly plated on top of a heavy or bulky one cannot conceal it from view.

Lapping Movement—There are three variables here. Relative direction of the underlaps. Relative direction of the overlaps. Length of the underlaps. Of these the influence of underlap and overlap directions has already been discussed.

The underlap length of the front bar determines the appear-

ance of the reverse side of the fabric as far as color, luster, cover and texture are concerned.

The longer the front bar underlap the lesser the possibility for the back bar to show through the floats. This may easily be seen from Draft 2 (b, c, d). On (b) the front bar makes only one needle underlap and between two adjacent wales there is just one float per course. Line W bisecting the wale interval passes through one float per course. On (c) the front bar makes a two-needle underlap. Between two adjacent wales there are now two floats per course as indicated by line W. On (d) the front bar makes a three-needle underlap resulting in three floats crossing the wale interval at each course.

It is easy to see the longer the underlap the greater the number of floats crossing the wale interval. With a three- or even two-needle underlap, the color of the back bar is completely covered by the floats and no longer visible at the back of the fabric.

With the increasing length of the underlap, the back of the fabric becomes more lustrous and smoother. The structure gains in weight, cover, but

So far we discussed simple cases where both bars execute one-, two- or three-needle underlaps either in unison or in opposition. There are, however, two

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other types of lapping movements frequently used in color work viz. cord stitch—Draft 2 (e) and inlay—2(f).

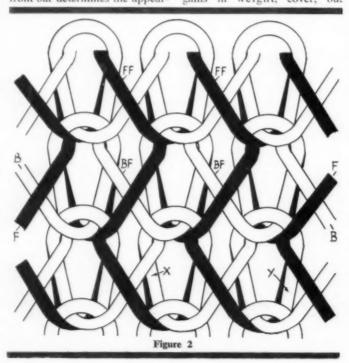
The cord stitch is based on pillar chain made by the front bar and three- or four-needle underlap made on the back bar.

Since the pillar chain is knit by one end lapping continuously around the same needle, the color of this end will be confined to one wale only without spreading to adjacent wales as in construction shown on Draft 2(b). The appearance of the fabric on both sides will be one of fine vertical stripes. If the guides bars are threaded with contrasting colors, the front bar color will predominate on the face of the fabric while the back bar color will be most prominent on the reverse side.

The reason for this is simple. The front bar yarn is plated on top of back bar yarn and shows on the face. As it laps around the same needle only, it cannot cover the floats of the back bar yarn disposed between the wales. For one short vertical float of the front bar there are three-four horizontal floats across the wale interval. The amount of back bar color is thus much greater than that of the front bar and the first will predominantly at the back of the fabric. A reasonably good reversible color effect may be obtained in this way (Photo

Application of suitable inlay techniques in color work can lead to interesting reversible and other effects. The inlay yarn may only be carried in the back on two-bar machines or in the middle or back bars on three-bar machine. The great advantage of inlay techniques is that the threads never get underneath the needle beards as to form loops. Instead, they merely float at the back of the fabric and are connected to it by the laps of the front bar.

If the front bar varn has a (Continued on Page 85)



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covering power at least equal to that of the inlay yarn, the latter will not be seen on the face of the fabric at all. The reverse side of the fabric will contain color of both bars in proportion depending on the underlap length of each bar (the inlay bar makes an underlap shog but no overlap). For example, when the front bar makes a single-needle underlap and the back bar a four-needle underlap, as shown on Draft 2(g), the color of the latter will predominate at the back of the fabric. Conversely, the front bar color will predominate at the back of the fabric if its underlap is longer than that of the back bar.

RUNNER LENGTH - The amount of yarn allowed for each loop has a major influence on its shape and covering power. Adjustment of runner length on one bar without making a corresponding change on the other will disturb the tension balance in the fabric and impart to the loops a racked disposition. Obviously, under such circumstances the plating arrangement of varns is altered and distribution of color on both sides of the fabric affect to a degree depending on the imbalance of runners. On most of the machines, change in runner length is tantamount to change in tension, and therefore, whatever has been said before in regards to the role played by the warp tension in color work, holds also true in case of runner lengths. Only on most modern machines runner lengths and warp tension may be adjusted individually.

QUALITY OR TIGHTNESS OF KNITTING - The shorter the quality or tighter the knitting (more courses for inch), the smaller the length of loop components, and vice versa. Plating of yarns is most effective and complete at short qualities. The yarn size is then quite large as compared to the loop dimensions. The covering power of front bar yarn is sufficient to obscure the color of certain loop components.

For long qualities, the yarn size becomes small in relation to loop size. The covering power of yarn may thus no longer be sufficient to hide the color of some loop components that otherwise would have been rendered invisible or at least partially obscured.

DRAFT 2

GAUGE — The influence of gauge should become immediately clear after a brief study of Figure 2. The coarser the gauge the greater the interval between the wales and the longer the floats FF and BF.

This is based on the assumption that the yarn size remains the same as for the finer gauge. As the wale interval increases, the front bar float FF is no longer able to cover effectively the back bar float BF whose color will now show between the wales. By using a heavier yarn and relatively short quality, the covering effect of front bar float is to a certain extent restored.

All we discussed in the foregoing paragraphs of this article applied to tricot machines. However, making certain allowance for coarser gauge and longer

quality, the principles of plating will hold equally true for Raschel machines as well.

Before concluding this article, the main points elucidated here will be put into a summary form:

1. For constructions involving underlaps and overlaps on both bars whether made in unison or in opposition, the front bar yarn normally plates on on top of the back bar yarn so that the first will predominate on both sides of the fabric.

2. Through combined effect of suitable lapping movement, runner and guide bar height adjustment it is possible to produce a reversible fabric with the back bar color predominating on the face and the front bar yarn on the back.

3. Stabilized constructions involving pillar chains on the front bar and long underlaps on the back will render a reversible effect with the front bar yarn predominating on the face of the fabric and the back bar yarn predominating at the back of it.

4. The inlay stitch produces a fabric with the front bar yarn predominating at the face and the intensity of the back bar color depending on the relative underlap length of both bars.

5. The degree of plating and color distribution on both sides of the fabric is affected by the following factors:

(a). Covering powers of yarn proportional to its thickness, denier or bulk.

(b). Lapping movement of the guide bars.

(c). Runner lengths.

(d). Warp tension. (e). Relative setting of

guide bar height. (f). Quality or tightness of

knitting. (g). Machine gauge.

The next article will continue with the application of color in warp knit designing.

Officers Assume Control Of U.S. Textile Machine

SCRANTON, Pa.—Controlling interest in the 31 year-old U. S. Textile Machine Company has been purchased by officers of the firm from the estate of Herbert Gleitz, former presi-

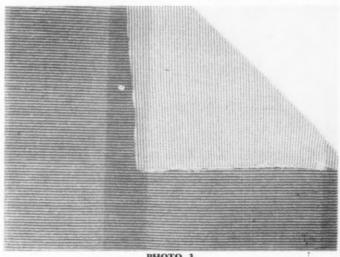
Announcement was made by A. W. Thomas, Jr., who succeeded Mr. Gleitz as president, following the latter's death.

In addition to A. W. Thomas, Jr., they include: Donald W. Scheuer, secretary - treasurer; Pacific J. Thomas, vice president and director of engineering; Jerome D. Gleitz, vice president and director of manufacturing; and Chester L. Loveland, fiber glass division.

Fidelity Machine Head Leaves on World Trip

PHILADELPHIA, Pa. Lawrence Katz, president and board chairman of Fidelity Machine Company, left on Jan. 16, on a month-long flying trip to appraise and inspect the world textile market, with specific emphasis on knitting developments and technology.

Mr. Katz is incumbent head of the U.S. Knitting Machine Manufacturers Association.



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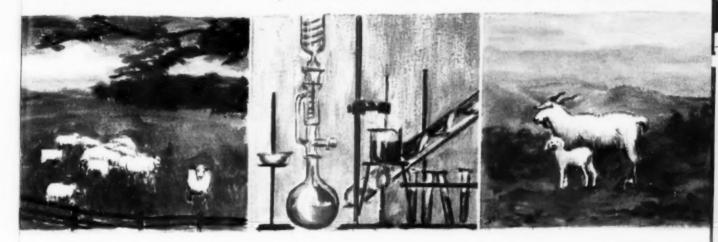
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Dyeing and Finishing

High-Speed Dryer For Package Dyed Yarns Introduced

A dryer for all types of natural and synthetic fiber dyed yarns has recently been introduced by Cosa Corporation, New York City. Called the Secomat, the dryer is a two-unit, semi-automatic machine. The first unit consists of centrifuges for moisture extraction, which are automatically loaded and unloaded by conveyor

chutes. The second unit completes the drying process by forcing steam heated dry air through each spool of yarn from the inside out.

In operation, freshly dyed spools of yarns are placed in the conveyor chutes, which are individually driven by ½ h.p. motors. Vibratory action travels the spools toward the centrifuges which automatically accept the spools, spin dry them at 6500 rpm for 30 seconds, and then deposit them in a lower layer of conveyors for removal to the hot-air dryer.

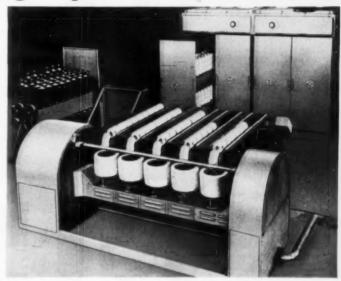
The Secomat accommodates up to five centrifuges with auxilliary conveyors. Centrifuge baskets are 6.9 inches high and are made in four widths to accommodate packages up to 8.3 inches O.D. Each conveyor is adjustable. A photo-electric eye scans the whole process to prevent any chance of accident.

In the dryer the yarn is subjected to a flow of hot air applied by motor driven ventila-

tors. The air flows from the inside of the spool to the outside. The spools are loaded on spindles which are, in turn, placed and locked onto trolleys for placement in the drying chamber. Each spindle can hold three spools—each trolley holds up to 64 spindles of 5.5 inch O.D. Each row of spindles has a separate air intake which can be shut off individually. A special humidity test device tests each spindle of varn, and shuts off air supply when the yarn reaches a pre-selected comparative dryness. The rest of the yarn in the drying chamber continues to receive air treatment until the same dryness is reached.

Temperature is thermostatically controlled for each ventilator and is adjustable up to 60 or 70 degrees F. below that of the heating medium.

Average drying time ranges between ½ hour for non-cellulosic synthetics and 2½ hours for spun rayon.



New Secomat Yarn Dryer

extensive mill tests. It can be used for a variety of purposes and on any fiber or material.

Suggested uses are: Spraying of anti-static oils, of wool creams and other emulsions, of straight oils, of water, of fugitive tints, or of dressings.

Due to the system used liquids from water to wool creams of high viscosity can all be dealt with by this applicator. Attention has been paid to the need for ease of access for the operator and also for cleaning when the type of solution being sprayed needs to be changed.

The applicator is constructed of non-corrosive material so that its use on normal acid or alkaline solutions will have no detrimental effect either on the unit or on the material being treated. The unit is driven by a 1/6 hp 3 hp motor which is wired into the auto leveller or Gill box circuit. This ensures that the applicator does not run when the main machine is stopped.

The WIRA metering pump is a single ram upstroke pump giving a constant displacement over its whole range. Change gears on the ram drive enable the speed of up stroke to be varied to provide a variable out-

The pump holds a total quan-

tity of approximately three gallons of liquid per filling. Refilling is effected by isolating the output to the applicator which automatically connects the input to the header tank. The power drive to the piston is declutched and the piston lowered by means of a hand drive. 30 turns is sufficient to lower the ram to its bottom position. As the ram lowers, the cylinder fills with liquid. With the cylinder full the valve is reset to feed the applicator and the drive clutch to power engaged. Filling process with suitable header tank takes two or three minutes.

AATCC Talk Devoted To Psychology Of Color

O. C. Holland, director of advertising for the printing ink division of Interchemical, discussed "The Way We See Color" before a recent meeting of the Metropolitan Section of the American Association of Textile Chemists and Colorists.

Mr. Holland illustrated his talk about the psychology of color with a visual demonstration utilizing brilliant color and powerful lights. He dealt with the blending and contrasting of color combinations in packaging, painting and home decorating.

New Machine For Spraying Materials Developed By Wool Research Group

LONDON, England-A new machine, the WIRA metering pump, has been developed by Britain's Wool Industries Research Association to apply oil, wool cream or other liquid in the form of a fine spray to slivers of any type of fiber or for the application of finishing agents to full width cloth. The pump which has an adjustable feed meters a known quantity of liquid and thus controls the amount of liquid which is fed to the applicator. It is soon to be put into commercial production, under license, in conjunction with the Newmark Applicator, which was designed by Monsanto Chemical primarily for the application of their product. Syton, which is a silica

Three types of applicators are

in the course of production or are envisaged:

A single disk applicator for

use on machines with a limited number of slivers.

• A multi disc applicator for use on auto leveller machines

use on auto leveller machines and Gill boxes with about 16. slivers.

 A full width applicator for applying dressings to full width cloth up to 80 in, wide.

Slivers pass over and under the body of the applicator and the spray is directed to the point at which the slivers meet. Oil therefore only reaches the inner face of the slivers. This is of particular importance where the three roller system has replaced Gill leathers and over-oiling gives rise to the problem of lapping.

The applicator has been given

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Synthetic Fibers

ChemstrandHolds Fiber Field Test

The Chemstrand Corporation undertook a field expedition into Canada during the week of January 18 in order to test the cold weather performance, the insulating and wear properties, of products made of the company's Acrilan and nylon.

The testing party, located at a site some 500 miles north of Montreal, also planned to attempt to evaluate comparative values of various textile constructions in cold weather. Comparisons involved included insulated quilted batt as opposed to waffle knit constructions. Comparative products and procedures also subjected other man-made and natural fibers to identica) circumstances and procedures.

Below Zero

The testing group was expected to encounter temperatures as low as 30 and 50 degrees below zero. Shelters were special tents of nylon. Test personnel also spent time in sleeping bags exposed to the elements.

In the test, devices were attached to participants to afford multiple temperature readings of various parts of the body. Each participant employed, by week's end, all of the various types of apparel and gear on hand.

The test group included a consulting Arctic expert, expert

instrumentation and testing personnel and Chemstrand representatives who received no special training or preparatory mea-

Jerome B. Edelman has been appointed a knitting specialist in the merchandising department of The Chemstrand Corporation, Charles W. Carvin, Jr., director of merchandising, announced. Mr. Edelman will report to R. H. Born, manager, of apparel merchandising.

Edelman was a partner in Cashmere Knitters and more recently an executive assistant to the president of the Premier Knitting Company. He attended New York University and served in the United States Navy during World War II as a radio tech-

Genevieve Cowan Joins Du Pont Co. Fibers Unit

Miss Genevieve C. Cowan has been appointed to the retail group of Du Pont's Textile Fibers Department, reporting to Charles A. Shoecraft, retail manager for women's and children's wear.

Nancy Keller Assumes Post At American Enka

Mrs. Nancy Jo Keller has joined the merchandising department of American Enka Corp. as retail merchandising specialist, it was announced by Standish W. Holmes, merchandising director.

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Yarn Suppliers

Caron Reelected Woolknit's Head; CampaignPlanned

John Caron, Caron Spinning Co., Rochelle, Ill., was named president of Woolknit Associates, Inc., for the fourth year at an organizational meeting on January 12.

Others elected to the office are: Morton Darman, The Top Co., Boston, Mass., first vice president; and Ames Stevens, Jr., Ames Textile Corp., New York, secretary-treasurer.

A new planning slate was adopted at the meeting to ensure the representation of every segment of the knitwear industry on the board of directors.

Directors Elected

Newly-elected directors are: Walter Cassel, Energetic Worsted Corp., Bridgeport, Pa., director-at-large; Malcolm Green, Draper and Co., Boston, wool dealer; Lenny Katz, Royal Yarn Dyeing Corp., Brooklyn, wool dyer; Phil Leff, National Spinning Co., New York. worsted spinning; Gil Macort, Kent Manufacturing Co., Clifton Heights, Pa., director-atlarge; Ken Marriner, Marriner & Co., Lawrence, Mass., top maker; Ken Merrill, Waterman, Merrill & Largen, New York, selling agent; and Carl Nadasdy, Wool Growers' Association, Minneapolis, Minn., wool grow-

I. A. Wyner, I. A. Wyner & Co., New York, will continue as

consulting director. Eleanor Kairalla has been reappointed publicity and promotion counsel.

Mr. Caron, Mr. Darman, Mr. Stevens and Mr. Leff will serve for three years. Mr. Marriner, Mr. Nadasdy, Mr. Green and Mr. Katz will have two-year terms. Mr. Merrill, Mr. Macort and Mr. Cassel will serve for one year. A committee of nine retail buyers will again serve in an advisory capacity.

Ad Campaign

At the meeting, the group voted to strengthen its retailer promotional program through an advertising campaign in the KNITTED OUTERWEAR TIMES, Women's Wear Daily and Daily News Record.

Also decided by vote were the establishment of local newspaper and promotional advertising services for retailers and supplying them with tangible display props on domestic wool and reference books of knitters in specific segments of the trade.

Consumer Drive

To supplement the retail campaign, the association voted to continue its extensive consumer campaign on all-American wool knitwear in metropolitan dailies and national consumer magazines.

A men's fall fashion show is slated for May 17 and a women's and misses' showing is scheduled for June 16. At these events, the Woolknit Design Award will be presented to designers.



Among the officers and directors of Woolknit Associates elected for 1960 are left to right: John Caron, Caron Spinning Co., Rochelle, Illinois, reelected president for fourth year; Leonard Katz, Royal Yarn Dye Co., Brooklyn, a director; Kenneth Merrill, Waterman, Merrill, Largen Co., a director; and 1. Gilbert Macort, Kent Manufacturing Co., Clifton Heights, Pa., a director-at-large.

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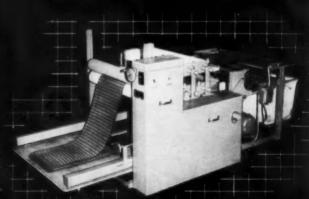
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Yarn Suppliers

American Thread Names Robert Davies To Post

Robert E. Davies has joined the spun synthetics division of The American Thread Company, it was announced by R. J. Fontaine, manager of the division. He will serve in a combined sales and liaison capacity, operating from the firm's New York headquarters.

Previously, Mr. Davies was with Turner Halsey Company, New York, where he was sales director since 1956. Prior to that he was New York sales manager of Newman Cotton Mills, Newnan, Ga., for 28 years.

Moore Joins Waterman, Merrill, Largen Staff

Thomas A. Moore has been appointed to the selling staff of Waterman, Merrill, Largen & Company, Inc., yarn sales agency, it was made known by Kenneth N. Merrill, executive vice president.

Previously, Mr. Moore was plant superintendent of the Benedict Worsted Company for a number of years and, following that, plant superintendent of Foster Yarn Company, Trenton, N. J. In his new post, Mr. Moore will sell to the knitted outerwear trade.

He will specialize in the and gora and angora blend yarns spun by French-American Angora Co., Inc., Philadelphia, Pa.; the wool and blend yarns spun by Jonathan Ring & Company, Inc.; and the natural and dyed worsted and blend yarns of Elmvale Worsted Company, Inc., Laurens, S. C.

Avisco Appoints Anderer And Davis To New Posts

PHILADELPHIA, Pa.— Joseph H. Anderer and Isaac P. Davis were named to new posts in the fibers division technical department of American Viscose Corporation, it was announced by Dr. C. J. Geyer, Jr., department director.

Mr. Anderer, formerly assistant manager of the applications research and development section, has been promoted to manager of the section. Mr. Davis, manager of special service laboratories, will now assume additional duties as administrative manager of the decortment.

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Intants' And Children's

Knitwear Bookings Good At Mart; Retail Stocks Described As Low

PHILADELPHIA, Pa.—Both attendance and bookings were good at the Philadelphia Children's Wear Show, Inc., held January 10 to 15 at the Benjamin Franklin hotel, here. Sources said retail stocks are at pretty low levels, so that there was a moderate amount of fillin business done in addition to spring bookings.

Orlon bulkies and flat knits were good in both boys' and girls' categories, as well as infants' sizes.

Collared Bulkies

In bulky styles for girls, white cardigans with collars were supplemented by the addition of both pastel and darker shades, as well as various types of new striped models. Firms showed both narrow and wide striped bulkies in vertical and horizontal settings. Some napped-and sheared sweaters were also shown in girls' sizes, but activity in these is expected to pick up in the fall.

Boys' pullovers were good in

shawl-collared styles or with V-necks bordered by contrasting color stripes. Cardigans were good with shawl collars and in five-button V-neck versions.

Knitted shirts were shown with Continental, Italian and boat necks as well as with classic crews. In addition to all cottons, firms showed various blends of cotton and Arnel, Kodel, Acrilan and Orlon.

In knitted shirts as well as in sweaters, swimwear and practically every type of sportswear shown at the show, the top colors were gold and green, the latter of the loden variety or variations of it.

Tailored Trunks

Boys' cotton swimwear was good in dark plaids and prints. Important style features were side vents and "straight" legs, that is, those conforming to the body closely, but not tightly, so that there is no flare.

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Popular in knit styles, which sources say figure to be big this year, were long-leg stretch trunks of a "Jamaica" and "Bermuda" length. These were most often shown in stripes.

At Newport Knifting Co. bulkies were good sellers for boys and girls, Jack Jacobs said. One of the firm's bulkies for girls features a beige green and white vertical stripe. Sweaters with shawl collars were popular for boys, as were V-necked pullovers with a contrasting color stripe around the neck.

Dressmaker pullovers for girls were good in such pastel shades as pink, green mist and blue ice.

Bulkies Important

Bulkies with color and pattern interest were good at Knitown Togs, Max Schepps said. One of the firm's bulky sweaters for girls features a narrow white vertical stripe on a colored background. Also in the line is a white and gold brushed Orlon cardigan. White and blue striped sleeves, collar and inset are featured at the V-neckline of a middy sweater with white body.

Cotton knit suits by Doespun, Inc., included two-and threepiece novelties with such features as plastic-lined creepers, vests and bow-tied shirts.

Knit shirts by The Kaynee Co, were shown in cotton. Acrilan and Orlon, as well as in various blends, including cotton and Arnel, Dacron, and Kodel.

Novelty Stitches

Stylewise, Kaynee showed vertically striped boat necked models, fashion collars with button fronts, and Continental collars. Included on some are novelty stitches, such as a pebble texture, and jacquard patterning.

Most popular colors are green and gold, Marvin Levine said.

In its swimwear and beachwear line, Kaynee features a number of coordinated sets, including swim trunks, hooded shirts, beach shirts and clam diggers.

Knitted stretch trunks were shown in long-leg styles with vertical striping. Some solid knits were also shown. Cotton swim suits were highlighted in dark plaids or prints. Most often they were shown in tailored styles with tab covered zip fronts.



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Intants' & Children's

Knitted Swim Suits, Bulky Sweaters Highlight Children's Wear Ass'n Show

CHICAGO, III. - Knitted swim suits were the fastest selling items at the Children's Wear Association showing at the Merchandise Mart recently. Sales prospects for the next few months look excellent.

A divided trend was seen between knitted Orlon suits and swimwear of Helanca stretch varn. In the conventional tank suit, the Helanca continued to be the most popular, but in more stylized suits the knitted Orlon was ahead. Knitted swim suits began selling at an increased rate as far back as last November for next spring, it was noted.

Ordering of swim suits for early spring sales was well ahead of this time last year. Many manufacturers attribute this rise to the increase in community swimming pools across the country, record attendances at day and summer camps providing swimming facilities, and a general rising interest in family sporting activities.

Navy was the fastest selling color in knitted tank suits, with a variety of pastel shades leading in the knitted Orlon suits.

Multi-colored cotton knit outfits, featuring matching or contrasting shirts, slacks and vests, styled like men's, showed an increasing popularity over last year and six months ago. Men's styles were also seen in many cotton knitted sports shirts for infants and boys. Cotton knit trims in collar and cuffs showed a rise in popularity. The combination of cotton knit and fabric attracted the attention of many buyers of boys' wear.

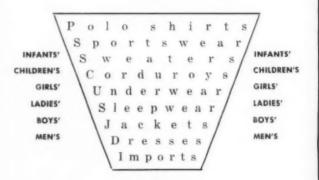
Knit Sales Up At **Empire State Mart**

BUFFALO, N. Y.-Knitted outerwear and swimwear enjoyed a good play at the spring market of the Empire State Juvenile Mart, Inc., in Hotel La-fayette, Jan. 10-12. Salesmen

(Continued on Next Page)

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TIMES

ume standpoint. Retailers from all parts of Western New York attended the three-day market and placed sizable orders for knit shirts, weaters, swim suits, swim trunks, Orlon suits, knit headwear, bootie sets, knit shawis, cotton knits for infants, and knitted coordinates.

Salesmen for knitwear houses reported that Western New York retailers were cheered by settlement of the steel strike, a timely development for the January show. They placed orders for spring and early summer goods in a confident manner. The uncertainty that had been confronting all phases of retail trade as a result of threat of another steel mill shutdown, was re-

Another factor which helped put over a successful show was good holiday business in infants' and children's wear departments and shops. Retailers wound up the year with inventories at rather low levels and they needed merchandise for the new selling season.

A survey of retailers attending the market showed strong confidence over good spring and Easter business this year. With the steel strike problem out of the way, merchants feel there is no serious obstacle to brisk spring trade. With a break from the weather they anticipate chalking up spring volume about five per cent better than a year ago and their orders at the show reflected this planning.

The later Easter this year also is expected to help retailers in their drive for spring volume because it will give stores a longer pre-Easter selling season. This is especially helpful in cities such as Buffalo where spring weather comes late.

Cold Weather Stimulates Sale Of Boys' Sweaters

Cold weather and special retail promotions have helped boys' sweater business to click at good levels during January, a survey of department and boys' wear stores shows. Some retailers report demand in excess of early winter consumer buying.

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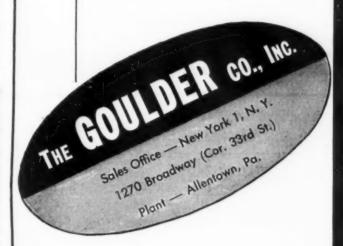
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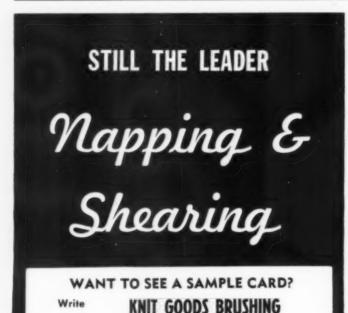
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Intants' & Children's

Sales Up 25% At Bandwagon

CHICAGO, Ill. — A 20 to 25 percent increase in attendance and sales was noted at the Bandwagon of Infants', Children's and Girls' Wear held at the Palmer as compared with this same time a year ago. Approximately 1,000 buyers of knitted outerwear visited the show which ran during the first week of the month.

This increase in sales was attributed to the steel settlement announcement made earlier in the week. Buyers from cities affected by the strike immediately increased their orders or phoned in for additional items, according to Louis A. Metz, managing director of the Bandwagon.

The fastest selling items in most showrooms were the bulky or shaggy sweaters. The demand for the bulkier type of sweaters has been increasing rapidly during the last six months.

Many exhibitors foresee the napped and sheared Orlon sweater as a big item on the fall merchandising horizon. The plush look of this garment makes it soft, pliable, and pleasant to the touch. Sweaters in this construction are beginning to sell now for spring.

Sales representatives feel there is little style change from year to year in infants' and children's knitted outerwear merchandise, but that styles in these age groups repeat themselves in several year cycles.

One such item foreseen as a good seller for the fall season will be three and four-piece knitted legging sets. Although these haven't been shown yet, there has been a gradual demand for the merchandise. Several years ago they were popular, and are now coming back into vogue.

Embroidered designs on sweaters are popular this year, with special emphasis on attractive collar and cuff designs.

Knitted swim suits account for a large part of the overall increase in sales of infants' and children's knitted outerwear this year. The stretchable tank suit made of Helanca yarn was the

(Continued on Next Page)

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attracgns. account overall ats' and ear this nk suit was the Page) most popular item in most showrooms. Swim suit sales are 15-40 percent higher than last year, most exhibitors said. A year ago stores had stocks of swim suits left over from the previous season, but during this last summer season the entire stocks were sold out.

Demand for knitted infants' dresses and hats was small, as most buyers said they would seek these items later in the year for fall and winter sales.

Knitted infants' wear continued to sell well in the Orlon. Sixty to ninety percent of all infant garments are now made in the "easy-care" fiber.

Prospects Good For Knits In '60

CINCINNATI, Ohio—Prospects are good for knitwear during the spring and summer selling seasons, according to exhibitors at the Mainliners Infants' and Children's Wear Ohio show held January 3 to 4 at the Sheraton Gibson Hotel, this city.

Firm representatives generally described the fall season as exceptionally good and anticipated

continuing favorable selling. Cotton and Orlon were much in evidence at the mart. Bulkies, piles and shaggies were highlights and flat knit coordinates appeared important in sportswear.

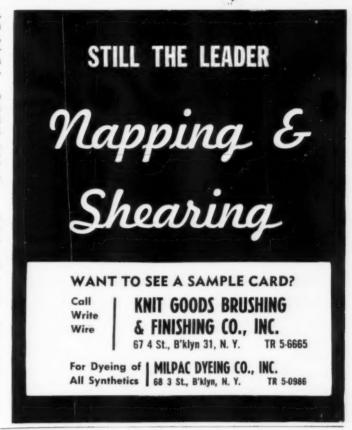
Color interest was centered to some extent on gold; green shades, including olive; tans and beiges; and an Olympic games inspired combination of red, white and blue. The pastels appeared prominent in infants' ranges, with blue, pink, maize and white spotlighted.

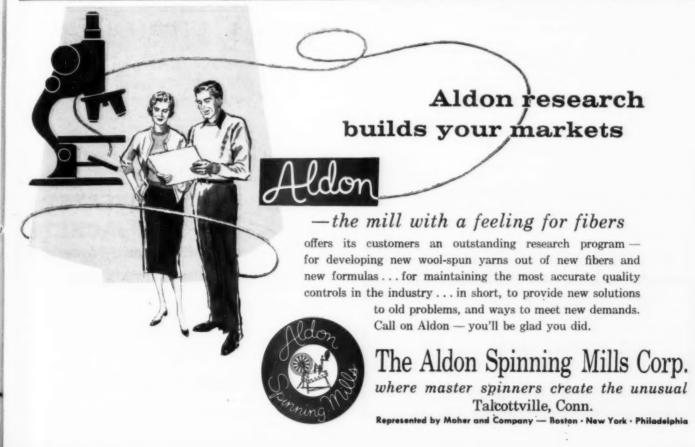
Wide Array

Bulkies, deep pile treatments and flat knits were offered by Infanta Knitting Mills, represented by Leonard Bidney. Styles include cardigans, boat and V-neck pullovers. Mr. Bidney cited as popular colors gold, green and blues ranging from light to navy.

A novel new number in white is bordered by knit ruffle trims at both sides of the button closure. Blue, white, pink and maize are featured in the infants' line of sweaters and bootie sets.

According to Mr. Bidney fall business was excellent and con-(Continued on Next Page)





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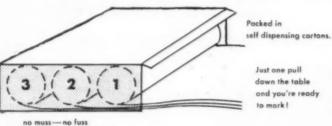
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ditions appear particularly favorable for spring and summer. Charles Weiss, representing

Huntington Mills and the Little Audrey-Scot line, observed that during the last six months of 1959 sales topped the previous vear.

Olympic Theme

An Olympic theme highlights an Orlon knit ensemble incorporating a one-piece pants or skirt and slipover combination topped by a separate cardigan. Various combinations of red, white and blue are used. An Olympic torch and olive branch motif trims the cardigan and slipover.

Boys' and girls' cotton knit pullovers in a popcorn stitch are popular in various gold and green shades, including olive. Also meeting with acceptance are cotton knit coordinates, including clamdiggers and Italianinfluenced polo shirts. The latter are boldly striped, have straight cut lines and vented sides. They are offered in sleeveless and brief sleeved variations.

One - and two - piece Orlon creeper sets are available in fine flat knits, possibly with matching cardigans. They are predominately white.

Activity In Knits And Swim Suits Cited At Mart

PHILADELPHIA, Pa.-Some activity in sweaters and swimwear was reported by exhibitors at the Mid-Atlantic show held at the Benjamin Franklin Hotel, here, from January 3 to 6. Most, however. agreed that it was not up to advance hopes.

Sources said there was a moderate amount of spring business and some fill-in ordering done. In sweaters, interest was still centered around the bulky knits, mainly cardigans. In addition to the now classic white bulkies, sources reported good interest in colored bulkies in solid shades or multi-colored stripes.

Also good were decorated white bulkies, often with colored yarn embroidery or felt appliques. Flat knit pullovers often featured moderate V-necks or scoops framed with frills, in addition to the more tailored collared necklines with collar.

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Two-piece suits were shown by swimwear firms, but exhibitors frankly wondered just how important they would be this

Swimwear representatives said that retailers are buying the two-piece suits with considerably more confidence than was evident last year and earlier when two-piece styles first began to reappear on the scene.

Sources at the show said that two-piece suits would undoubtedly be seen more frequently on the beaches this summer. Some felt that they would be only a small percentage of the suits sold this year; others, as well as their retailer-customers thought otherwise, viewing the two-piece models as a good, logical fashion step.

Knits Important

Knit suits continue to grow in importance. They were shown most often with wide shoulder straps. Lastex suits often featured the draped front.

Woven cotton suits, though featuring the familiar bloomerruffle panties or boy shorts, had new interest in the fabric and patterns in which they were shown. Novel were cotton chiffon over-panel on one suit; a brilliant orange Early American pattern; and a simulated gold lame treatment.

Good at Blume Knitwear, Inc., were bulky cardigans, including a new three-tone vertically striped model, according to Harry Steinberg. The firm also showed embroidered bulkies, napped-and-sheared Orlon and textured nylon for the Spring.

Decorated Bulkies

At Irwill Knitwear Corp., decorated bulkies were highlighted. Also good are textured nylon novelties, Fred Freeman said.

Included in the bulky line is a white cardigan with a felt applique "garden" on the front hem. The flat knit novelty pullovers often feature an outline of frill around the neckline, whether it be-scooped or a V.

Gem Knitwear, represented by Martin Rubin, is showing decorated white bulky cardigans, as well as some finer gauge classics, trimmed in mink and black for

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METROPOLITAN

KNIT GOODS PROCESSORS, INC

2 Wyckoff Ave.

Brooklyn 37, N. Y.

EVergreen 2-4565



NOW Phoenix has developed an exclusive process for PACKAGE DYEING of fur blends, lamb's wool, cashmere, and zephyr yarns! Sweater manufacturers are no longer faced with costly winding charges and waste -yarn is delivered on cones. At Phoenix, there is no color worry—as compared with skein dyed yarn, you get greater evenness and comparable hand. Greater mobility of manufacture-lot sizes run up to 1,000 lb. kettles.

Phoenix's central locations-Chicago and Cleveland -mean quick delivery to the East, Mid West and West Coast. The very latest mechanical and laboratory facilities, coupled with high volume capacity, bring you the best dyeing service possible. The 63-year Phoenix reputation for quality, service and technical achievement speaks for itself! For PACKAGE DYEING of fur blends at its best-CALL US TODAY! We are at your service in New York at BEekman 3-4432.

New Cleveland plant located at:

4755 West 150 St., Cleveland 35, Ohio Telephone: ORchard 1-0880



ERS AND BLEACHERS Serving the Knitted Outerwear Industry 1969 Southport Avenue, Chicago, Illinois, Lincoln 9-1166-1170

Children's Wear

Good Knit Year Seenby Salesmen At Detroit Mart

DETROIT, Mich. - Exhibitors shared a generally optimistic outlook for 1960 at a showing held by the Michigan Women's and Children's Appeal Association from January 3 to 5 at the Statler Hilton and Sheraton Cadillac Hotels. They reported that sales for 1959 were much better than expected and that current ordering is running 20 to 40 percent ahead of last year. Buyers were definitely trading up, according to reports.

The sheath is popular in knit dresses, in which sailor collars are important. The casual look inspired by Italian imports was in strong evidence at the show, as were braid bound Chanel influenced jackets. Collars appeared important in cape proportions which broaden the shoulder line and in settings which bare the throat for jewels.

Bulky knit sweaters are strong

in popular price ranges. Orlo and Ban-Lon were cited as the two leading synthetic fibers, the former particularly popular in sportswear. Wools were described as having declined somewhat in demand.

According to firm representatives, buyers are upgrading their swimwear orders above last year. Bateau, scoop and V necklines are liked in swim suit. Pastels are popular.

Clean, Fresh Color

Colors are favored in clean fresh tones of such hues a white, off-white, green from grass to lime in shading and beige running to a deep caramel. Fuschia is also active.

Ease of washing appears to be a primary prerequisite in infants' wear for sizes four and under. Knitted booties have retained some of their popularity and bulky and fine gauge outfits are moving very well.

White has been comprising some 75 percent of infants' sales. Ban-Lon, Orlon and nylon have been moving strongly in this category.



Are You "Cashing In" on This Label?

It's your assurance of a "Quality Control" that results in TOP RE-ORDER BUSI-NESS.

YOU WITH HIGH STYLE, HIGH FASHION COORDINATES, COMPRISING T-Shirts, Ja-maicas, and Skinny Pants THAT YOU NEED FOR SUCCESSFUL SALES & MERCHANDIS-ING.

Special Note: Don't Fail to See our "Perma-Tee" Cotton Sleeveless Interlock Tops... 10 Styles... 10 Colors ... Finest Value in the \$2 Retail Class.

THE JAMES TEXTILE CORP.

Knitters and Creators of High Style Knit Shirts, Sweaters and Accessories for Ladies and Children

555 Broadway, New York 12, N.Y.

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PACKAGE DYEING ... FOR REAL DOLLAR SAVINGS

At Morgan, package dyeing of yarns for your knitwear is a fine art. The millions upon millions of pounds of experience we've had means that Morgan customers like what they're getting—and come back for more! This is true, no matter what the fiber, and no matter what the problem. We're equipped to handle it!

At Morgan these days, we're turning out order after order of Turbo and Hi-Bulk Orlon [as well as regular Orlon and other fibers]. Thanks to our years of experience, we've solved the problems other dyers may encounter. Why not investigate Morgan Package Dyeing for yourself... find out how it can cut costs for you?



ROCHELLE, ILLINOIS

MORGAN

SKEIN DYEING . PACKAGE DYEING . RAW STOCK DYEING . TOP DYEING . TOW DYEING

MORGAN

...has the know-how



THE MORGAN LABORATORY is, we believe, second to none in the industry. Here our color research is done, new formulas worked out, old ones rechecked. Here, methods and procedures are subjected to careful testing on small scale equipment. No effort or expense has been spared to give the skilled Morgan chemists the finest tools of their trade.



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QUALITY CONTROL in Morgan Dyeing consists of many things. Important, for example, is this wide array of dye-stuff and chemical samples; the delicate precision scales for weight measurements; hand operated winding frame. Equally important are shelve, of reference volumes and (not shown) files of customer records to assure accuracy of reorders.



HUGE PACKAGE DYEING KETTLES at Morgan turn out millions of pounds of cost saving package-dyed yarns every year. Thanks to special Morgan-developed techniques, even Turbo Orlan and Hi-Bulk Orlan are now being package-dyed successfully, in addition to quantities of regular Orlan and other fibers.



THE MORGAN SKEIN DYEING DEPARTMENT includes this battery of highly specialized Scholl Tanks. This most advanced type of skein dyeing equipment known to the industry dyes even Hi-Bulk Orlon under precisely regulated temperature and pressure, yielding true color without sacrifice of hand or dimension.

...and the facilities

...to serve you best



CAREFUL HANDLING OF EVERY ORDER extends beyond the mere processing of fibers and yarns in the dye tanks. From the moment your order is placed until it is delivered, you are assured of conscientious attention to detail. Above, in the Morgan Shipping Room, meticulous last-minute checks and counterchecks are made before your order leaves our door.



WAREHOUSING AND DISPATCH are vital factors to Morgan customer service. Recent additions to our warehousing and shipping facilities help to speed orders on their way without costly delays. Railway, trucking and air transportation work together to assure prompt delivery. Above, a railway freight car loads at a Morgan shipping dock.

"Through Sorvice we gram"

MORGAN DYEING & BLEACHING CO., INC. . ROCHELLE, ILLINOIS

SKEIN DYEING . PACKAGE DYEING . RAW STOCK DYEING . TOP DYEING . TOW DYEING

Mill News

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M. Rosskamm Promoted At Bamberger-Reinthal

CLEVELAND, Ohio—Martin Rosskamm was elected vicepresident and director of Bamberger-Reinthal Co. at a recent board meeting, here. The company manufactures men's and women's sweaters and knitted headwear. Arthur Reinthal was re-elected president and all other officers were also renamed. Mr. Rosskamm has been with the company over 20 years in an executive sales capacity.

Other officers re-elected include Edwin Bamberger, vice president and treasurer; David Reinthal, vice president; Lester Bamberger, secretary; and Theodore Bamberger and Robert Reinthal, assistant

Declare Jantzen Dividend

PORTLAND, Ore. — Directors of Jantzen, Inc., declared a quarterly dividend of \$1.25 a share on the company's Series A five percent cumulative preferred stock, payable March 1 to stockholders of record February 25. They also voted a dividend of 20 cents a share on the

company's common stock, payable February 1 to stockholders of record January 15.

Robert Bruce Schedules Consumer Ad Program

PHILADELPHIA, Pa. — Robert Bruce, Inc., here, will use six major consumer publications to introduce its spring-summer line of men's and boys' knitwear and swimwear.

The company will launch its campaign of full and half-pages in Esquire, Ebony, New York Times Magazine, Chicago Tribune Magazine, Sports Illustrated and Gentlemen's Quarterly, in April.

Featured will be a new knit shirt with a ribbed sleeve insert called "Flexelf"; new length knit swim trunks; and muted Madras trunks in abbreviated lengths.

The company will also introduce a new "Size by Weight Buying Guide"-to ease the problem of proper fit for youngsters who are not present at the time of purchase.

Large photographic illustrations will be used in the ads. Wermen & Schorr, Inc., of this city, is the firm's agency.

here's the BIG NEWS

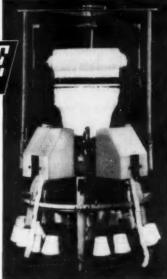
in producing top quality

HIGH PILE

now you can make

12 YARDS
PER HOUR
with four feeds

It's the new Tompkins S-1 Junior with carding units to produce high pile material in a variety of sizes, weights and sliver content!



Available in two models with cylinder interchangeability from 12" to 28" (S-1 Jr.) and 24" to 38" (S-1 Sr.), this knitter gives you the proven quality and economy of a fully modern Tompkins circular spring needle machine. Model shown has four high pile cards and feeds, each with stop motion control, and triple stop motions in the knitting mechanism. Features a patented, gearless drive and vacuum air cleaner. It will pay you to get full information—twrite, phone or stop in now...

TOMPKINS BROS. CO.

623 ONEIDA ST. • SYRACUSE 4, N. Y.

Circular Spring and Latch Needle Knitting Machinery...Since 1846

TEXTURED YARNS!

The most modern machinery backed by an expert technical staff to provide the finest in textured yarns.

Product of

THE DUPLAN CORPORATION

New York, N. Y.

Winston-Salem, N. C.

Represented by

MOHER AND COMPANY

YARNS

10 High St. Boston 10, Mass. HAncock 6-5202 TT#BS-971 40 E. 34th St. New York 16, N. Y. LExington 2-0797 TT#NY1-1758 3701 No. Broad St. Philadelphia 40, Pa. BAldwin 5-2313 TT#PH-462

EVERYTHING

happens to your sales when

NOTHING

happens to your fabric in washing



HI-BULK ACRILAN JERSEY by ALLEN

ALLEN KNITTING MILLS, Inc.

1412 Broadway, New York 18, N. Y.

Mill News

Bergman Knit Mills Expanding Plant

PHILADELPHIA, Pa. — Bergman Knitting Mills, Inc., one of the largest sweater mills in this area, is currently undergoing a major plant expansion, ingram Bergman, head of the firm, announced.

The entire 35,000 sq. ft. 6th floor and a 5,000 sq. ft. pent-house have been added to the facilities the mill occupies at 22nd and Lehigh Ave., here. The firm had already occupied the entire 35,000 sq. ft. 5th floor, which it will retain, and a 19,000 sq. ft. area in another part of the building, which it will relinquish. The latter space had been used mainly for yarn storage.

Addition of the new space will afford Bergman Knitting Mills 75,000 sq. ft. of space on consecutive floors, in which to consolidate operations, Mr. Bergman noted.

"Increased volume plus additional space required by bulky knit sweater production necessitated the expansion," Mr. Bergman said. Plans call for installation of some additional knitting equipment and departments will be opened up and expanded for increased efficiency and improved work flow.

When Bergman Knitting Mills, now in its 83rd year and one of the oldest knitted outerwear mills here, moved into the building at 22nd and Lehigh Ave. 12 years ago, it pioneered in the single-floor, straight flow process layout which since has become common throughout the industry.

Munsingwear Promotes Three To Sales Posts

MINNEAPOLIS, Minn. — Promotion of three Munsingwear, Inc., salesmen to management positions was announced here by Len Pederson, general sales manager. Fred Hockin, who had a Wisconsin territory, has been mamed assistant sales manager, while Kurt Strauss has been made assistant merchandise manager of the men's division. Both have been transfered to the Minneapolis offices of Munsingwear.

(Continued on Next Page)



Tied up with a dyeing problem? • Fablok Versadye* Nets solve that problem ... give you complete dye-bath penetration without absorbing ... whether you're dyeing sweaters or knitted fabrics of Orlon, Dacron, Nylon, Acrilan or Banlon. • Fablok knits superior synthetic Nets to the exact specifications you require (from yarn to finished product).

Send us your inquiry in full detail. We'll "tailor" the Net to fit your need.

INDUSTRIAL NET DIVISION

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John Bates, has been promoted to assistant sales manager for the Eastern area. He will work out of Munsingwear's New York office. Bob Myhre, who had a territory in central California, previously had been named bowling shirt sales man-

ager with headquarters in Minneapolis.

Pederson also announced that 18 new men have been added recently to Munsingwear's sales force. They are K. D. Borrett, J. M. Chasens, O. F. DeBoer, D. R. Duroure, W. D. Gorchester, M. Hahn, J. W. Hengel, K. Kessenich, M. Malone, M. H. Manocchio, W. T. McGivern, H. L. Richardson, C. L. Squires, R. W. Smith, J. B. Stoddart, E. B. Thompson, L. A. Vecchi and W. S. White.

Ross Assocs. Names New Sales Representatives

MINNEAPOLIS, Minn. Appointment of two new sales representatives for Ross and Associates, manufacturers representatives, was announced here by Paul Ross, partner in the firm. Erling Kallberg has been named to cover North Dakota and South Dakota, and Dave

Levy will cover Iowa and Nebraska.

Kallberg has covered the Dakotas for the past 20 years in soft lines and most recently was associated with Ed-Burt Corp., Minneapolis. He will show lines from Aileen Knitwear, and imported sweaters from Products

Levy, who has had both retail and wholesale selling experience, will show the lines in his new territory.

W. H. Roebken Resigns Badger Worsted Posts

GRAFTON, Wis. - William H. Roebken has resigned as director, president and general manager of Badger Worsted Mills, here, after more than 54 years with the firm.

He is succeeded by his son, William A. Roebken, as president. Also officers of the company are two other sons, Howard, vice president and treasurer, and Stanley, secretary.

Before his retirement, Mr. Roebken served on the board of directors for 49 years, was president and general manager for 22 years and vice president and treasurer for 27 years.

SPECO

SERVICE, RELIABILITY TECHNICAL ASSISTANCE

SOAPS

SOFTENERS

DETERGENTS

SPECONYL B — a new scouring and leveling agent which increases light fastness up to 50%.

Also increases wash fastness.

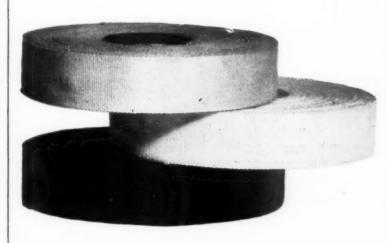
SPECAMINE W — a new, efficient economical softener especially designed for knitters who do their own wet processing.

INDEPENDENT CHEMICAL CORP.

INDUSTRIAL CHEMICALS

70-30 79th Pl., GLENDALE, BROOKLYN 27, N. Y.

TWINING 4-0700



RIBBONS ...

with a reputation!

FEATURING

- SPUN NYLON RIBBONS Ideaily suited for Piece Dyeing of Textured Yarn sweaters
- ACENYL* RIBBONS (warp-filament Nylon; filler-spun acetate) A shrink-proof dyed Nylon ribbon ideally suited for synthetic
- COTTON AND RAYON RIBBONS (Pre-Shrunk) In several qualities

A tremendous assortment of colors and shades available for spot delivery in #3, #4, #5 widths

SPECIAL NOTE: We can custom dye ribbons to your specific color requirements. Call, write or wire for information and

J. BURLOCK COMPAN

19 WEST 24th ST., NEW YORK 10, N. Y.

Selling Agents for THE POST NARROW FABRICS CORP., Andever, Conn.

ORegon 5-7705

*Registered Trade Mark #614506

RIBBONTRIM

INCORPORATED

"AMERICA'S Favorite Supplier of

BELTING RIBBON"

RIBBONS

TREMENDOUS STOCK
ON HAND FOR
IMMEDIATE DELIVERY

- * All Colors
- * All Widths
- ★ If by Chance We Don't Have Your Color Requirements in Stock, We Will Gladly Dye to Your Specifications



- Cotton and Rayon
 - 100% Nylon
 - Nylon Acetate

265 WEST 40th ST. LA 4-4317-18 NEW YORK 18, N. Y. OX 5-0970

Mill News

Spartan Sets Up New Sales Office In Dallas

Spartan Industries, apparel producer and distributor, has opened an additional sales office in Dallas, Tex., to meet demand in the Southwest, it was announced by Charles C. Bassine, board chairman. George Eble will be in charge.

Another Texas sales office is located in Houston. David Bryan is manager of the office and of the warehouse in that city.

Trade Drives

GlucksonAidsFederation Annual Phone Appeal

Sim R. Gluckson, Sunrise Knitwear Company, was chairman-of-the-day for last Friday's Dial-A-Thon, the annual telephone appeal for the Federation of Jewish Philanthropies.

Dial-A-Thon was opened officially on Jan. 14, when Mayor Robert F. Wagner made the first call to a prospective contributor. The telephone appeal

will extend through Jan. 29.

Many stars of the entertainment world are joining thousands of volunteer workers in the on-the-phone effort culminating the 1959-'60 campaign to raise a record \$21,250,000 in behalf of the Federation network of 116 health and welfare agencies that annually serves 738,000 persons of all races and creeds in the New York area.

Equipment Firms

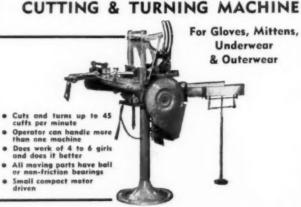
WildmanNamesOlachea Foreign Sales Manager

NORRISTOWN, Pa.—Wildman Jacquard Company, here, has announced the appointment of Joseph Olachea as foreign sales manager. The company is a leading builder of circular and full-fashioned knitting machinery for the outerwear, underwear and hosiery industries.

Mr. Olachea has been with the sales department of the firm for four years. His appointment to this newly created post was necessitated by a constantly expanding foreign sales market.

For many years Mr. Olachea was associated with the H. Brinton Company of Philadelphia.

UTICA Automatic DOUBLE CUFF —



Here's a machine you can't afford to be without! This new fast-producer is a completely automatic machine for circular knitted tubing or sewed knitted tubing. Tubing goes in one end . . . machine cuts and turns cuffs . . . which come out the other end and are neetly stocked in trough ready to sew on garments. Standard width machine (illustrated) is adjustable to handle tubing 2^{ω} -to 3^{ω} in width . . , will cut and fold double cuffs 2^{ω} to $6\frac{1}{2}^{\omega}$ in length. Also made-to-order sizes for knitted rib tail on sweat shirts and various outerwear garments. Send for information NOW.

UTICA NOVELTY & MILL SPECIALTY CO.

2145 Dwyer Avenue

Utica 2, New York

Builders of Textile Machines Since 1903

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Phila. Area Dyers Seek Tax Relief

PHILADELPHIA, Pa. - In an effort to obtain relief from a tax classification which could drive some 40 dyeing and finishing firms away from this city or force them to close, a committee representing the dyeing and finishing industry here will go to Harrisburg on January 28 to plead its case before the Review Board of the Pennsylvania Department of Revenue. They want to be considered as manufacturers.

The State, the city of Philadelphia, and the Philadelphia School District have taken the position that dyers and finishers are non-manufacturers, and thus subject to the city's mercantile tax, and the State's capital stock tax and its three percent sales and use tax.

The battle has been waged over a period of years since 1956 with the Department of Revenue when dyers won a ruling exempting them under the old one percent sales tax. They

were reassessed under the subsequent three percent sales and use tax imposed when the one percent tax law expired. Now nine firms here have been told they owe a total of \$85,000 under the sales and use tax.

As for the city's mercantile tax, dyers and finishers contend they are willing to pay this tax on material they ship within the city's limits, but say that between 75 and 80 percent of their work comes from, and is delivered, to concerns outside this

We have several firms which have been assessed as much as \$35,000 in back taxes and the mercantile tax on one is around \$22,000," Walter M. Markel, manager of the Philadelphia Textile Manufacturers' Association, said.

Thomas M. Hyndman, an attorney representing the Master Dyers Association and the Philadelphia Textile Manufacturers Association; Horace Greenwood, Globe Dye Works and President of National Textile Processors Guild; and Lindsey Mason, Philadelphia Dye Works and a member of the Guild, make up the committee which will go to Harrisburg.

Investigate the wonderful things being done with dyed, bulked, preshrunk and Ready-to-knit

MARL YARN TURBO ORLON



110 W. 34th St., New York 1, N. Y. LOnggers 4-0460

GASTONIA, N. C. LOS ANGELES, CAL. PHILA. PA. MONTREAL CANADA

TRUCKING

Operating under I.C.C. & P.S.C. Rights KNITTING MACHINE TRUCKER FOR OVER 25 YEARS

- Movers of
- Wildman / Jacquard
- Philip Interlock
- · Scott & Williams
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- and other mill squipment
- · M:Creery Brushing

Fully insured — Reasonable rates — Fast efficient service — Crating and Packaging

The only I.C.C. carrier for knitting machinery covering 19 states.

OPERATED BY "MOISH"

GLenmore 5-1006 1239 Dekalb Ave., Brooklyn 21, N. Y.

Bob is a "converted Southerner"...



BOB HOWELL

Bob Howell brought the best of the South and North together, when he opened the John Stickley & Co. Pennsylvania office in 1958.

Born in South Carolina — reared in Georgia and North Carolina — then to Clemson College where he majored in Textile Engineering.

After Army service had practical mill experience representing other textile firms in the South.

Louise and the three children give Bob plenty of encouragement.

—So if you want the best yarn ideas, combining North and South, Bob Howell is at your service.

New York Office: 112 West 34th St. OXford 5-4779

Pennsylvania Office: 265 Colket Lane, Wayne, Pa. MUrray 8-0300

Charlotte, N. C. Office: 1615 East Blvd.—Tel. CE 190 EDison 3-9253

Milwaukee-ask Long Cleveland-ask Operator

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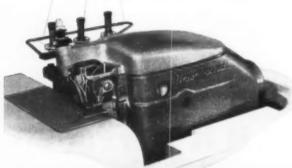
Representatives for

WORSTED AND SYNTHETIC SALE YARNS Peerless, Lakedale, and St. Pauls Plants (members of Burlington Industries, Inc.) **WOOLEN SYSTEM YARNS** Duesberg-Bosson Woolen Spinning Co. TEXTURED CONTINUOUS FILAMENT YARNS Sauqueit Silk Company, Inc.

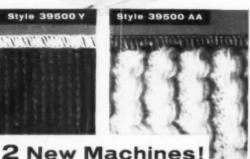
John L. Stickley · E. Clay Timanus · Robert T. Hess · Robert F. Howell, Jr. · James Y. Rogers, Jr. · Jack Stickley, Jr. · Edward W. Ward, Jr. · Arthur G. Welsh

30000000

For Loosely Knit or **Bulky Knit Materials**







TRIMMING - SEAMING - TAPING

SWEATERS . BULKIES . JACQUARDS BATHING SUITS . KNITTED DRESSES

With high popularity in knitwear these two new machines produced by Union Special will be of special interest to manufacturers of knit outerwear -lightweight to bulkies. Users get better seam appearance and quality, plus high speed, fast acceleration and smoother, straighter seams WITH LESS OPERATOR GUIDANCE OR ASSISTANCE.

Style 39500Y is for seaming and trimming light to medium. heavy weight, loosely knitted, cotton, wool or synthetic fabrics used for sweaters, bathing suits, jackets, and other knitted outerwear. It is especially designed with ample differential feed action to handle stretchy, loosely knit materials. Standard width of bite is 1/8"-stitch range 8 to 20 per inch.

Style 39500 AA, may be used for plain seaming and trimming or for seaming, trimming, and simultaneously applying a reinforcing tape, as in shoulder seams of sweaters. A slot in the presser foot automatically guides the tape. Style 39500 AA is specially built to handle bulky knit materials. Standard width of bite is 5/32" - stitch range 8 to 20 per inch.

Let us give you complete information. UNION SPECIAL MACHINE COMPANY, 405 N. Franklin St., Chicago 10, Illinois.

UNION SPECIAL . LEWIS . COLUMBIA INDUSTRIAL SEWING MACHINES

Ladies' And Misses'

Knitwear Orders Reported Excellent By Exhibitors At Boston Market

thusiasm and a very heavy registration marked the opening of the spring and summer showing of new 1960 fashions by the Women's Apparel Club of New England from January 17 to 21. Knitwear bookings were pronounced excellent both in size and volume; traffic was particularly heavy at the swimwear exhibits.

Veteran representatives found buyers somewhat price conscious and a tendency toward lines in the medium or lower price brackets.

Lew Skolnick, of Spuncraft Knitwear, said that sweaters of long staple cotton; imported, flat look garments; and bulkies were outstanding. Spuncraft offers a wide range of textured fabrics in novel styling ranging from bolero shrugs to the classics. Skolnick also said interest continued strong for Spun-Lon sweaters, Spuncraft's textured nylon, and also for the new

BOSTON, Mass.-Much en- napped and sheared Orlon garments.

Textured Cardigan

One of Spuncraft's waistlength cardigans trimmed with six pearl buttons and a Peter Pan collar, is textured in a diamond pattern with a matted effect. It comes in combinations of red, black or gold with white.

Another novel fabric contrasting ribbing and a mesh stitch is used as trim on a tuxedo front shrug jacket with three-quarter bat sleeves and a two button fastening at the waist. The body of the sweater is knit in an embossed stitch that somewhat resembles bubble stitching. The garment is available in solid shades of white, pink, blue and gold.

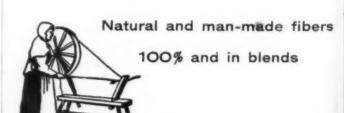
In Spun-Lon this firm offers a selection of short-sleeved pullovers in white, blue, coral, mint or gold. These sweaters have wide ribbed plackets, which

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FINER

FROM FITCHBURG

blended according to your specifications



Fitchburg Spinners Sales Corporation Fitchburg, Massachusetts - Tel. Dlamond 3-3751 come with fashio

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ion 751 come to a point and are trimmed with three buttons and a wide fashioned collar.

Velvet Decor

Velvet appliques are used for a highly decorative line manufactured by Rosanna Knit Sportswear. The cardigans are offered in black or white. The applique extends across the front and consists of a gold thread forming a vine with an olive leaf topped with a red velvet rose and a pearl button. A lacey stitch in a diamond pattern is used for the body of the garment which is trimmed with seven small jeweled buttons.

Jack Shaw, representing the Rosanna line, said that an Orlon bulky in twisted cable stitch with a drop stitch separation is a top seller in light beige, yellow and white. This eight button cardigan is also offered in mint green, coral and light blue.

Orlon Cantrece appeared for the first time in the Rosanna line in full-fashioned sweaters with three-quarter sleeves and scoop necklines. These simply designed sweaters taper in at the waist and are offered in sizes 34 to 40 in white, beige, black and red.

Among the cotton knit novelties, presented by Power Sportswear, are coordinating top and slacks in small box checks of white with black, cactus green, beige or golden rod. The top has short sleeves, a boat neck and pockets set at the hem line. A second top for this outfit has a half-inch fringe at the waist and horizontal striping. Another cotton jersey novelty is a band leader's skirt widely flared and trimmed with seven matching buttons down the front. It is offered in gold, green, beige and black.

In boxy styles, Power Sportswear has sweaters in 14 shades, including a variety of charcoals and all pastels. According to Dick Davidson, representing the line, stone green was particu-larly popular in New England while wisteria lagged somewhat here. Boat necks were used for these sweaters, however, this firm also offers crew neck cardigans in Australian zephyr.

Another coordinate set, consisting of skirt and blouse, is offered by Talbott Knitting Mills. The tops are of Orlon,

(Continued on Next Page)



STANLEY M. HANDELMAN 710 NORTH 12TH STREET CHESTNUT 1-2537

"We cando more than piece dye your sweaters... we can solve your technical problems."

WE'RE "OLD HANDS" AT SOLVING troublesome dveing, technical and color problems for the sweater and knit goods trade.

Each of the directing heads of this company is a technical expert with many years of specialized experience in the dyeing field. It's our aim to build our business on service—the type of service which will assure you of better dyeing with a minimum of anxiety. If you have a dyeing or technical problem, why not call us-now?

Quality Piece Dyeing of Orlon®, Ban-Lon®, Other Textured Nylons, All Synthetics and Blends.

Color Knit Dyeing Corp.

"The Dyers With Technical Know-How"

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DYEING CORP.

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CITY-WIDE Offers You . . . Knit-goods "Know-how"

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 Controlled relaxation and felting shrinkage of Knitted Cloth in accordance with government specifications

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an exclusive washing process devoted to bring out the finest obtainable handle in all fibers and blends.

Quality plus service

· When you specify "City-Wide"

you are assured that experienced experts process every garment with the most advanced methods in a new, modern plant.

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KNITWEAR PROCESSING CO., Incorporated 88-02 Pitkin Ave. Ozone Park 17, N. Y.

and the skirts combine acetate and rayon. The blouse has long sleeves and a three cloth button fastening at the waist. A crisscross of white stitching trims the fashioned collar and piping down the front.

Color Range

These sets are offered in blue, pale green, lemon and pink with a white stitch trim and also in white with black. An eight-button cardigan tops this outfit. It had short sleeves and crew collar with the criss-cross stitch piping down the front and on the cuffs.

Sid Wortman, representing the Talbott line, said that sales were very good for a masculine styled shirt manufactured by Gabey. These shirts were of Acrilan and had a two button fasten at the collar but no placket. They have short cuffed sleeves and flared out at the waist. where they are vented at the sides. The fashioned collar is trimmed with a white and brown stripe on a body of heather tan. The shirts are also offered in basic colors of white, gray heather, red and charcoal with appropriate contrasting striping.





Hip length ski sweater, featuring traditional Swedish design.

fers long-sleeved shirts for women in cotton mesh with fashioned collars and two-button placket. The shirts are available in sizes 10 to 18 in nine shades. One of olive has a poodle applique embroidered in black, red and white.



"Engineered Packaging" by kleartone Helps Bernhard Altmann Sell Cashmere

Fine products deserve fine packaging. That's why Bernhard Altmann, an undisputed leader in the Knitwear field, insists on Kleartone packaging for their line of quality cashmere sweaters. They know they can count on a Kleartone package for superby "trouble-free" service, because every Kleartone package is quality engineered to be the best in its field.

Want that extra sell that can help put your product on top, too?
It's easy — just call Kleartone. Find out how our unique "Engineered Packaging" Service provides a fast, complete and economical solution to all your packaging problems.

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Swimwear

How Upstate New York Department Store Merchandises

By MELISSA WIRTH Sportswear Buyer, E. W. Edwards & Son, Syracuse, N. Y.

THE swimwear season at Edwards always begins on Easter Sunday when our ads in both metropolitan city newspapers carry illustrations and descriptive copy on a number of styles. This is our first step in building the traffic necessary to sell 3,500 pieces in

five months, as we did last year. Meanwhile, even with the rush of Easter business, we must find time to get our swimwear displays all set up in two different areas. In the regular second floor sportswear department, we merchandise Jantzen, Catalina, Roxanne and Parform starting at \$10.98 and in the first floor budget sportswear, Lee and Pandora, from \$5 to \$9.98.

Stand After Easter

The day after Easter, our customers are exposed to about 40 feet of double hanging swimwear merchandise, perhaps a thousand pieces, along the main wall of our second floor department. A good volume is only possible, we feel, when we can display the garments in quantity and a wide assortment of styles and colors.

It's our experience that the

customers usually like to try on a half dozen suits even though they finally buy the one the salesperson recommended in the first place. Another thing, lots of them come in without the vaguest idea of what they want, but as they walk along and look at those on display, the salesperson is able to learn something about their tastes. Considerable time is saved on the part of the staff when the customer is exposed right away to such a complete assortment. It makes the sale easier all round.

Between Easter Sunday and the end of May, about 35 percent of the newspaper advertising space allotted to our sportswear is given over to swim suits; during June and July, about 50 percent. After the July Fourth

weekend, we have a price promotion which is apt to bring customers into the store to buy higher priced merchandise as

Windows help a great deal, of course, in luring the customers into the two departments. Our schedule calls for swimwear window displays for the Memorial Day weekend, two in June, the July Fourth weekend and another later that month.

Good Location

The location of our second floor department is ideal, in that customers who step off the escalator and turn right find themselves in the midst of sportswear. And, whether they turn right or left, they can't miss facing a 15 foot wide display as they arrive on the floor.

Sportswear has the use of this powerful display area at the arrival-turn of the escalator about 90 percent of the time and it does a terrific job for us. We use it week after week for swimwear, displaying three and sometimes

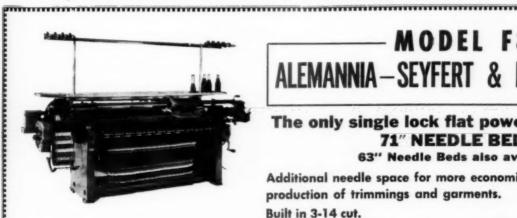


MELISSA WIRTHS

four different suits under the brilliant spotlights, with attractive name and price cards, and actually sell from it. As a trafficbuilder, to augment newspaper ads and windows, we think it's really tops.

Appearances of manufacturers' representatives are a help, too, in creating activity in the

(Continued on Next Page)



MODEL F8 ALEMANNIA-SEYFERT & DONNER WEST

The only single lock flat power machine with 71" NEEDLE BEDS

63" Needle Beds also available

Additional needle space for more economical production of trimmings and garments.

Built in 3-14 cut. MODERN — VERSATILE — EASY TO HANDLE

Ask for demonstration.

Sole distributors for U.S.A. and Canada

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SERVICE AND PARTS

FOR NEW MODELS AND ALL MACHINES PREVIOUSLY DELIVERED BY US

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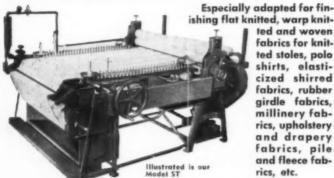
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KASTRINSKY

Steam Finishing Machinery



Steam Tentering and Calendering Machines



ishing flat knitted, warp knitted and woven fabrics for knitted stoles, polo shirts, elasticized shirred

fabrics, rubber girdle fabrics, millinery fabrics, upholstery and drapery fabrics, pile and fleece fabrics, etc.

Semi-Automatic Pulling and Separating Machine



Kastrinsky machines are designed in various types, sizes and widths to suit your requirements.

STRINSKY

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SLocum 6-3300-1

store. They are very popular with us and the one-day events are publicized in our newspaper ads. These visits are especially helpful, also, in our sales training program.

The store now has Thursday evening spots on a popular television program and we plan to call further attention to Edwards' swimwear during the coming season by this means.

Due to the long hot summer, we had a complete sellout of swimwear last year. I was reordering, in fact, right up until the 20th of August which was a new experience for me. We are hopeful for a repeat, of course, and feel most optimistic!

Being an ardent swimmer, I buy one or two suits a year for my own personal use and in buying for the store, I go on the theory that perhaps other women like the same kind of garments I do.

For 1960, we are stocking 50 percent in knit swimwear and taking into account also that our customer-traffic includes the 12 to 14-year-old girls who don't like to shop in the children's department any more. They're looking for fashion, too, it seems!

Primary Swim Mill Operating At Peak Schedules

PHILADELPHIA, Pa.-Swimwear houses here are in peak production on what has already shaped up as a record season.

Trade sources contacted report orders are considerably ahead of last year. Requested delivery dates are far earlier than in previous seasons, and mills are working around the clock turning out the goods. Most mills began shipping in December and the bulk of deliveries is for January and February.

"We are shipping more than we have ever shipped this time of year and commitments are much larger," one major mill owner stated.

Abe H. Liebster, head of M & M Knitting Mills, one of the nation's largest producers of women's swimwear for the wholesale trade declared unequivocally, "We are enjoying the greatest volume in our history. We are doing a phenomenal business with our knitted swimwear."

Mr. Liebster predicted the season would run later than usual, perhaps even later than June. He attributed the demand to increased population, more disposable income, and leisure time, increased number of swimming facilities springing up around the country and the marked trend to purchase a swimwear wardrobe.

In men's swimwear, the picture is about the same. Franklin-Philtex Manufacturing Co., is reported completely sold up for 1960. The firm's knitted swim trunk line was withdrawn on Dec. 1 and its woven goods taken off sale the first week in January. Arthur Lichtenstein. president of the firm, said both Franklin Sweater Mills, which produces the knitted swimwear. and Philtex Manufacturing Co., which makes the woven goods, are working around the clock.

Nat Neuman, head of Progressive Knitting Mills, said his company's knit trunk production is three times what it was last year. He said the emphasis has been on the knit goods and on better price goods generally. He reported great diversity of leg length demand in men's swimwear with the semi-John L. and the John L. styles continuing very popular in knits, and both the brief and the longer cotton boxer trunk wanted. Zipper type garments are especially important again this year.

At Gay Sportswear, Philip Wexler reported his company's sales well ahead of last year and noted a very definite interest prevails in better quality goods this year. He said that woven Lastex continues to be very important in his firm's women's swimwear line, along with knitted numbers added to the line, while the full cut trunk, brief zipper fly models, and the straighter, longer boxer are important in the men's line.

Maurice Handler Names Coon To Cover Rockies

LOS ANGELES, Calif.—The appointment of La Mar Coon as sales representative in the Rocky Mountain states was announced by Sid Liroff, sales manager of Maurice Handler of California.

Mr. Coon's territory, which is new for the firm, includes the states of Utah, Idaho, Colorado Montana, Wyoming and New Sw St Int

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Interest High In

Swim Collections

partment and specialty stores re-

port a gratifying amount of con-

sumer interest and action in the

winter collections of misses'

swimwear. Stay-at-homes are

showing interest in the new col-

lections, as well as women buy-

ing swimwear for winter vaca-

Promotional effort on the

part of large stores in attracting

January swimwear trade has

been met by generally favorable

response. Some customers are

buying their swimwear needs

for the summer season well in

advance, impressed by the new

styles and anxious to secure the

fabric, style, color and size

swimwear collections offered by

some stores are wider and more

diversified this year than in the

past. Retailers apparently see

increasing potential in this pre-

It was noted that winter

wanted while it is available.

tions in the South.

Sportswear buyers for de-

season trade and are stocking larger collections to appeal to

about the increased emphasis on the Bikini in new swimwear styles, most retailers seem to be moving into two-piece operations rather cautiously, at least in the winter cruise stocks. However, retailers look for expansion of the Bikini market when more younger women

start buying their summer needs in the spring.

A leading department store singled out these suits as among style leaders in its winter vacation selling operation: a leaf print Helanca knit maillot in coral or cornflower blue combinations at \$25; a black sheath of nylon over acetate and cotton at \$22.95; and an Oriental striped cotton sarong in peacock and purple or magenta and green, at \$17.98...

Longer Trunks Limited

The long John swim trunks have a limited market in most areas of the country, resident buyers reported last week.

shoppers. While there is plenty of talk

Now! One Source for all yarns

The French Worsted Company and its newly merged Dauray Textiles Division now offer complete service to the entire yarn buying market. Look to this great company-America's oldest sales yarn mill - for all your yarn

115

French and American-spun worsteds and merinos

Turbo-processed synthetics in natural, colors, and heathers Textralized yarn for Ban-Lon® fabrics

Novelties and specialties

Blends of all fibers

First among "Orlon"* tow-dyed spinners *DuPont's acrylic fiber

The French Worsted Company and Dauray Textiles Division

Woonsocket, Rhode Island

DAURAY TEXTILES, INC. Woonsocket, Rhode Island

TEXTRALIZED® NYLON

for BAN-LON® GARMENTS Processed with Finest Quality Control

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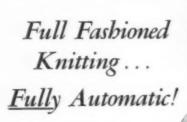
BARNEY KRON Harry Schwartz Yarn Company, Inc. 868 Traction Ave. Los Angeles 13, Calif. Madison 4-7644

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Now — with BENTLEY-COTTON new Model UO/AE for knitting full fashioned outerwear, you can achieve a wholly new market position. Knit outerwear which is the utmost in exclusive styling and quality — with your price structure fully protected by production economies due to speed, automaticity and versatility. Ask us about unprecedented exclusive features.

Don't Compromise . . . Don't Improvise

Don't Apologize . . .

Knit It On A Bentley!



Send for operating details of Model UO/AE. This new machine offers all features of famous Bentley-Cotton Model UO/D, now fully automated.

THE Bentley KNITTING MACHINERY ORGANIZATION, INC.

BLUE CROSS BUILDING * 31 CANAL STREET, PROVIDENCE 2, RHODE ISLAND, U.S.A. Southern Office: P. O. Box 1887, Liberty Life Building, Charlotte 1, N. C. In Canada: W. J. Westaway Company, Ltd., Hamilton, Ontario.

Swimwear

Sales Training Booklet Distributed By Jantzen Found Useful To Stores

Retail selling of swim suits gains wider recognition each year, as an art and a science requiring both judgment and tact on the part of store personnel. Buyers expressed much enthusiasm for a sales aid devised by Jantzen, Inc.—a cleverly presented booklet for sales personnel titled, "How to Sell Swim Suits."

The book was dreamed up by Margaret Morton, Jantzen's fashion training director, and employed the joint efforts of Miss Morton; Norma Fulcher, copy writer; Doug Lynch, art director; and Helen Berry Moore, Portland free-lance fashion artist and book illustrator.

Purpose of the booklet is to help sales girls in determining which type of suit will best fit and flatter each individual figure.

The whimsical briefing advises the saleswoman that "selling swim suits is the most specialized form of apparel selling. You must have the training and 'know-how' of a foundation fitter, plus the ability to sell fashion and a fun mood.

"Buying a swim suit makes the customer more conscious of her figure than at any other time. Because she is self-conscious she becomes difficult. A swim suit cannot be altered. It cannot be returned. It must fit like a foundation, yet be glamorously exposed to the world.

"The customer is looking to you for assurance. And to offer the answers to her problems."

The booklet then describes six basic shapes, or figure types, as follows: the tall pilsner type, (statuesque; inverted triangle, wider at the top), the champagne glass type (large bust and small hips), the inverted goblet (small bust and heavy hips), the snifter shape (large, more mature figure), the cordial type (petite, short, apt to be shortwaisted), and finally the perffect parfait (perfectly proportioned figure). Drawings of the appropriate beverage glasses illustrate these figure types, and the correct strategy to follow in fitting each of them is indicated.

Various common figure prob-

lems and their solutions are then listed. "Remember, every woman has a figure problem! It may be major or minor. It may exist only in her mind." The prob-lems cited include such examples as these:-"Large bust. French Bra Cups are a godsend! If not in stock try other suits with elasticized deep inner bra. Be sure suit has high under-arm cut. V necklines are flattering." "Short waistline, Knits and Helancas are the answer to proper fit, while patterned fabrics will conceal her secret appearance-wise. Shirred panels recommended for good camouflage and comfort." Numerous other figure faults are similarly discussed.

Still further advice is given on line, color and texture: "It is false that vertical lines add height and horizontal lines add width. It is the placement in relation to the figure that makes the difference. Horizontal lines directly above fullest part of the hips make them look smaller ... ", etc. "For the heavier figure, recommend a becoming color instead of black. Against a light background of sand and water, black simply outlines the bad points. . . . Shiny textures emphasize figure curves and draw attention. Good advertising for good figures. Dull textures are more flattering to older skin tones and figure faults.

How to help the customer in the fitting room, and ways in which to check for a correct fit, are outlined. "This has been your first chance to determine her exact figure requirements. If you have guessed wrong, don't hesitate to say so. Explain why you are bringing another type suit. One extra minute of thought here will save much wear and tear on you, your customer, and the suit!" There is also mention of the correct care for swim suits, and a glossary of swim suit terms and fabrics.

An important feature of the book lists "eight steps to selling power. Briefed down, these steps are:—(1) Size-up customer on sight; analyze her needs in terms of age, coloring, build—

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her manner of dress and personality; (2) head for the fitting room early; (3) limit the suits you show (too many will confuse her—three is suggested as a limit); (4) remove rejected suits -if you are close to clinching the sale, concentrate her attention on those remaining-if not, bring out another one; (5) know your merchandise - talk about its fine points- its fashion, fabric, workmanship-why it is right for her; (6) demonstrate features; to close the sale, don't ask if she wants the suit-assume when she is satisfied she'll take it: (7) make multiple sales -the average swimmer needs a minimum of three suits, the serious swimmer five-if customer has a pool, suggest she keep a selection for guests; (8) follow through: while writing up sales slip, reassure her that her selection is correct, tell her how to care for the suit, explain the noreturn policy and how it benefits her. Then tempt her with beach accessories.

Many thousands of these sales-training booklets were sent by Jantzen last season to stores all over the country.

Swimwear Shown In Chromspun Acetate

Swimwear of Chromspun acetate was displayed on January 20 from 10 P.M. to midnight at the Rainbow Room, New York City. The showing for retail buyers, merchandisers and the fashion press was presented by Eastman Chemical Products, Inc., and Holiday Magazine.

Designs from 13 swimwear manufacturers were presented by means of a slide film projection 20 feet long by nine feet high. The suits were viewed against colorful vacation settings from the pages of Holiday.

Included in the presentation were sheaths with shirring and draping; American versions of the Bikini with shallow U-or V-necklines dipping at front and back of one-piece maillots; briefer leg cuts; two-piece suits; and classic boy shorts.

The color line up for summer features such combinations of emerald and sapphire; soft, cool pastel hues; the use of white as a trim on primary colors; and an increase of solid black.

Fabrics included checked or pebble textured knits; solid striped and plaid elasticized failles; floral embroidered jacquards; and woven geometric novelties.

Swimwear manufacturers represented were: Alix of Miami; Caltex; Cole of California; Diveette's; Jantzen; Lee Beachwear; Marina Del Mar; Maurice Handler; Par-Form; Rose Marie Reid; Roxanne; Sea B's; and Surf-Togs.

Fabrics seen were by Ansonia; Artflex; Beaunit Mills; Fab-Tex; Rosenstein Brothers; and Warshow.

Gov't Procurement

QM Glove Award Made To York And Gelmart

PHILADELPHIA, Pa.—The Military Clothing and Textile Supply Agency has made two awards under QM-390 opened December 23rd for wool and nylon knit glove inserts, five-finger sheaths, olive drab, to Gelmart Knitting Mills, Inc., Yonkers, N. Y. for 256,880 pairs at \$.78-.84 and to York Gloves, Inc., Yonkers, for 238,-090 pairs at \$.789-.83.

Promotions

Sheep Producers Name Grey Wool Ad Agency

DENVER, Col.—The American Sheep Producers Council has named Grey Advertising Agency, Inc., New York City, to handle the advertising of American wool products for its wool division. The announcement was made by Walter Pfluger, wool committee chairman.

Total advertising and promotion budget for wool for the fiscal year, beginning July 1, is tentatively set at \$1,371,000. The council also has a proposed lamb advertising and promotion budget amounting to \$1,636,000 for the next fiscal year in the self-help promotion program by United States sheepmen.

Mr. Pfluger explained that the agency will work closely with such wool promotion organizations as Woolknit Associates, the Wool Bureau and Woolens and Worsteds of America.



INTERSTATE

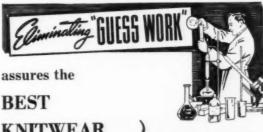
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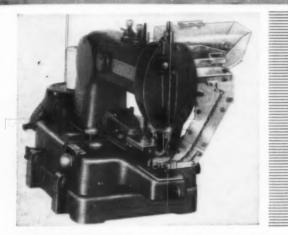
MUrray Hill 6-9160

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Sales Agents For: CROSS COTTON MILLS CO. JORDAN MILLS, INC.



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FAST !!! | Completely Automatic

Single pedal operation

 Experienced operators Not Required

AUTOMATIC . 1500 RPM - FAST!

The NEW SPEEDY CHANDLER

With automatic button feeder, can double your production . . . complete a garment in seconds!

Call or Write now for complete information.

CHANDLER SALES & SERVICE WATKINS 9-0646 245 Seventh Ave., New York, N. Y.

INDUSTRY'S BOOK SHELF

INDUSTRIAL RELATIONS HERE AND NOW. Management Report 34. Published by the American Management Association. 123 pp. \$3.00. (AMA members: \$2.00).

As business and industry grow increasingly complex, it becomes clear that yesterday's industrial relations concepts and practices are not adequate for today's (or tomorrow's) problems. New developments in collective bargaining, wage and salary administration, communications, and other areas are forcing companies to re-evaluate current industrial relations policies.

addition to discussing In many new development and broad trends, this new AMA report describes specific changes in company approaches to industrial relations problems.

A special section evaluates management development programs today-with particular reference to the coming shortage of qualified managers and the increased need for high-quality manpower.

MANAGING THE MATERI-ALS FUNCTION. Management Report 35. Published by American Management Association. 131 pp. \$3.75. (AMA members: \$2.50).

Successful materials management requires skillful coordination of many activities. The "materials function"-the challenging new concept of integrated materials managementembraces all activities involved in acquiring and using materials for the manufacture of a finished product. These activities generally include purchasing, production, planning and control, inventory control, materials handling, traffic, warehousing, and shipping.

In this report, successful materials managers with years of experience show how they have integrated these activities to achieve an effective materials function. They describe new tools and techniques for reducing costs and increasing efficiency.

As a special feature, Managing The Materials Function analyzes the relationship of purchasing to engineering and suggests ways in which it can be improved. This report is based on material originally presented at the AMA conference on Integrated Materials Management which was held in New York City in March, 1959.

PACKAGING FOR SALES AND SHIPMENT. Management Report 36. Published by the American Management Association. 155 pp. \$3.75 (AMA members: \$2.50).

Today, packaging is a major factor in marketing. Modern packages sell the products they contain. Effective packaging programs must keep pace with technological advances, new materials, and expanding competition. At the same time. packaging, handling, and shipping costs must be kept in line.

In this new AMA Management Report, executives of leading companies present new approaches to modern packaging problems. They describe developments in packaging such products as fine foods, housecosmetics, industrial wares. chemicals, etc. Representatives of government and industry discuss new packaging requirements for military and commercial shipment.

Other papers review new methods of packing with pressure-sensitive tapes and expandable polystyrene, the use of aluminum as a canmaking material, and new uses for aerosol containers. More than 50 photographs and drawings add to the usefulness of this up-to-date report.

Factoring

Talcott Forms Coast Equip. Financing Unit

LOS ANGELES. Calif. -James Talcott, Inc., has formed an industrial time sales subsi-diary. James Talcott Western, Inc., with headquarters at 510 South Spring Street, here. Edward J. Eckert will have

charge of credits and operations, and Weldon D. Beezley will head new business activities. Both have been named vice pres-

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idents of the subsidiary.

This firm will specialize in the financing of installment sales and leases of income-producing machinery and equipment of all types to manufacturers, dealers and distributors in California, Oregon, Washington, Nevada, Utah, Arizona and New Mexico.

Meinhard & Co. Names De Angelis To New Post

The promotion of Gerald A. DeAngelis to assistant vice president of Meinhard & Company Inc. was announced by Charles L. Harding Jr., president.

DeAngelis, a senior credit man, has specialized in the converting field since joining the factoring firm in 1957.

Cellulosic Fibers

Burlington Offers Zantrel Blend Knitting Yarn

First use of Zantrel in blended sales yarns was announced by Burlington Yarn Company. Four distinctive blends using the recently introduced Zantrel polynosic fiber have been developed primarily for use by knitwear producers, according to Earle Hamrick, Burlington Yarn president. The yarns are now available for sampling.

Zantrel polynosic is a product of Hartford Fibres Co. It was originally developed in Japan and is being produced in France and Switzerland under the trade name Fiber Z-54. The fiber, a 100 percent cellulosic, has unusual wet strength properties.

Burlington Yarn Company, a Division of Burlington Indus-

tries, has principal sales offices at 1430 Broadway, New York City and Greensboro, N. C.

Blends of Zantrel being promoted by Burlington include the following:

1. 70 percent cotton and 30 percent Zantrel combination for men's underwear and outerwear, knitted sport shirts and men's socks. This blend complements the desirable characteristics of cotton with the silk-like luster and lofty hand of Zantrel.

2. A mixture of 50 percent Zantrel and 50 percent Arnel for knitted outerwear to give added dimensional stability. Interesting dye effects can be achieved by use of this blend.

3. A grouping of 50 percent Orlon, 40 percent Zantrel and 10 percent nylon in a light, bulky blend imparting a luxury look, lofty hand and wash and wear performance, plus added abrasion resistance for various knitted fabrics.

4. A blend of 80 percent nylon and 20 percent Zantrel which blends into a rugged, durable, especially strong yarn ideally suited to industrial specifications, as well as trimmings and braids.

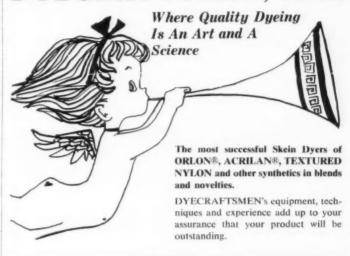
Incorporate Coloray In Fabrics For Fall

Coloray, Courtaulds' solution-dyed rayon fiber, is expected to have widespread use in men's and ladies' knitwear for fall. Fabric resources are featuring the fiber in blends with cotton or Orlon.

Beaunit is offering a line of muted heathers in Coloray and the acrylic for fall. The group is designed for end-use in men's knitwear.

(Continued on Next Page)

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Dyecraftsmen, Inc.

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SPECIALIZING IN

KNITTED LININGS for SWIM TRUNKS and BATHING SUITS

- Columes
- · All Types of Cotton Mesh
- Movelty Cloth

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Winter S-4248

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CRA ELECTRIC KNIT GOODS
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FASTER, MORE ACCURATE, TENSION-FREE ... PAYS FOR ITSELF IN SAVINGS OF TIME, HELP, MATERIAL.

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CUTTING ROOM APPLIANCES CORP.

1134 Broadway - New York 10, N. Y.
MUrray Hill 5-9144

A blend of 92 percent Coloray and eight percent Orlon is used by Spinco for fabrics with a worsted like hand. Hightlighted are muted madras heather grounds in olive, blue, cognac and rust shades with district and glen check patterns.

Heather Effects

Spinco achieves unusual heathering by blending as many as six or seven different Coloray yarns into one fiber and then sometimes wrapping them with natural color Orlon.

Alamac is blending Coloray with cotton in natural in its knitted fabric line. Yarn or piece-dyeing, depending on desired effect, is used to achieve heathers.

Coloray and cotton blends are featured in the Steveco collection under the Stevecora name. A wide range of heather ground knits and fancies are offered. Horizontal stripings are emphasized.

Color stress is on wine red, bronze, olive, air force blue, tan rust and pale gray green. Oxford and medium gray are important. Texture is given play by Steveco in slip stitching, horizontal ribs and cables, overlaying plain knit stripings.

Program Announced For Fiber Society Parley

NEW ORLEANS, La.—The program for the spring meeting of the Fiber Society, to be held at the Roosevelt Hotel in New Orleans on March 10 and 11, has been announced by Ernest R. Kaswell, Fabric Research Laboratories, Dedham, Mass., president of the society.

Chairman of the opening session will be Burt Johnson, National Cotton Council. He will introduce James R. Meyer, U. S. Department of Agriculture,

Agricultural Experiment Station, Stoneville, Miss., who will discuss "The Use of Species to Modify and Improve the Lint of Upland Cotton." Also during the first session Carl M. Conrad and David J. Stanonis will discuss "Fine Structure and Mechanical Properties of Highly Cyanoethylated Cotton Yarns."

The second session will be chaired by Milton M. Platt, Fabric Research Laboratories, Dedham, Mass., and will include the following discussions: "Relationship Between Fiber Properties and Fabric Wrinkle Recovery," W. W. Daniels, E. I. duPont de Nemours and Co., Kinston, N. C.; and "The Bending Behavior of Single Fibers and Wrinkle Resistance," John B. Miles, Chemstrand, Corp., Decatur, Ala.

The morning session of Friday, March 11, will have as its chairman E. V. Painter, Johnson, & Johnson, Chicago, Ill. Technical presentations will be: "Adhesion Mechanism Between Fibrous Materials and Resins in Composite Laminates," G. A. Stein, Archer-Daniels-Midland Co., Minneapolis, Minn.; and "The Resistance of Fibrous Mats to Fluid Flow," W. L. Ingmanson, The Institute of Paper Chemistry, Appleton, Wis.

Fiber Society vice president Stanley Backer, Massachusetts Institute of Technology, Cambridge, Mass., will be chairman of the final session, which will include: "The Differential Thermal Analysis of Textile Materials," Robert F. Schwenker, Jr., and Louis R. Beck, Jr., Textile Research Institute, Princeton, N. J.; and "Comfort of Textiles, in Relation to Simultaneous Transfer of Heat and Moisture," Lyman Fourt, Harris Research Laboratories, Washington, D.C.



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MACHINERY WANTED

Wildman Jacquard TA machines, 13" and 14", or 20" and 21".

BERGMAN KNITTING MILLS, INC.

22nd & Lehigh, Phila. 32, Pa.

BAldwin 3-1900

SALE OR LEASE

Full fashioned sweater plant with superior knitting and finishing equipment for 1,000 dozen per week.

Location — Pennsylvania

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manufacturers of the "Sturdee Built Looping Table"

distributors for "Fastomatic" Separating Machines and Looper Aids

BEST # BUYS

- 1—Phila. Jacq. LH, 30", 8 cut, 6 feed, 3 color stripers
 2—Phila. Jacq. LA Mach., 30", 7 & 10 cut, 12 feed, 3 col. str.
 1—Philip interlock, 32 feed, 30", 14 cut
 2—Scott & Williams, 30", 32 feed, 14 & 24 cut
 2—Leighton transfers, 6½ & 10 cut, 32" & 34", 9 feed, 4 col. str.
 1—Phila. Jacq. Al, 32", 32 feed, 15 cut
 1—Phila. Jacq. Al, 30", 12½ cut, 12 feed, 4 col. str.
 4—Phila. Jacq. TA, 30", 12½ cut, 12 feed, 4 col. str.
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 1—Phila. Jacq. TA, 11" to 20", 4 feed, automats & wheels
 1—Wildman PB2, 15", 17", 18", 20", 8 and 10 cut
 2—Universal flat machines, 63", 4 & 12 cut, 63" excellent condition
 1—Stafford & Holt, 30", 4 & 7 cut
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 1— Kastrinsky calendar machine, 66" with trolley

 3— Mock fashioning machines; Lewis and U.S.

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 2—Brushing machines, 46", 60"

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600 BWAY, B'KLYN 6, N. Y.

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FOR SALE

Wildman Jacquard LH machines, 10% cut, serial #5824 and #5825. Perfect condition, 1 year old.
 Queens flat machine, 10 cut, 60" bed, serial #1132.

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Hand Links and Links machines. Located in Puerto Rico. In first class condition—Grossers. Many equipped with special combs. Have been in recent use on bulkies using every other needle.

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FOR SALE

3-TAI 12 feed machines, with stripers; 2-13½ cut, 1-14 cut, late numbers, top condition.

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8 or 10 cut BAN or BARB. Please include serial number.

BOX 40P

WANTED

LHB 4-cut machine. State Serial number and price.

BOX 40J

MACHINERY FOR SALE

1-Queens 10-cut "V" bed flat 4 bar 50" machine, 1013 needles.

BOX 40H

FOR SALE

- 2 Phila. Jacquard LH6, 8 cut machines good condition
- 1 Phila. Jacquard LA, 12 feed, 10 cut
- 1 Supreme SAAF, 26", 18 cut, 32 feed, 16 striping
- 4 Phila, Jacquard MLW, 28" 11 cut machines
- 2 Phila. Jacquard TAI machines-30", 161/2 cut

We BUY and SELL all types of equipment. WRITE - WIRE - PHONE

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1-LH 8 cut machine, in perfect running condition.

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MILL FOR SALE

consisting of LH6 Jacquard, 8 cut, Universal Flat, 8 cut, all office and finishing equipment. Small down payment. Finance balance. Rent building. BOX 40D

FOR SALE

1-6 gauge Universal Supramat rib machine, serial #NR16271 (6/158).

BOX 40L

FOR SALE

1 Grosser hand machine, 8 cut, 34" BOX 40K

MILL FOR SALE

Leighton full fashion circular knit machines for sweaters and/or 2-way stretch girdles.

BOX 40A

WANTED

Knitting on Brintons, 18", 620 needles and 564 needles with pattern wheels. Also washing, steaming and brushing.

BOX 40B

INTERESTED IN PURCHASING

TJI-12, 131/2 or 131/4 cut machines. Please state serial number and price.

BOX 45

WANTED

TAI Wildman Jacquard, 16 or 161/2 cut FOR SALE:

LH 6 Wildman-Jacquard, 10% cut BOX 40GG

WANTED

30", 7 cut Phila. Jacquard LH machine.

BOX 40CC

OPEN TO PURCHASE

10 cut flat machines — Universal or Stoll.

BOX 40AA

MACHINERY WANTED

21/2 or 3 gauge, hand machines

FASH-N-LINE, INC.

444 E. 183 Street, Bronx 57, N.Y.

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REAL ESTATE

SPECIALISTS IN KNITWEAR SPACE

10,500' heat supplied, sprinklers, tailboard loading, ideal labor market. For Lease — \$625.00 monthly.

12,500' one-story, sprinklers, oil heat, 2 street entrances, excellent labor market. Available at \$1.00 per square foot.

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We always carry a large stock of yarns, dyed on cones for immediate use.

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ALL TYPES OF YARNS BOUGHT & SOLD

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IMMEDIATE DELIVERY

NYLON SEWING THREAD IN ALL COLORS FOR APPROVED BAN-LON SWEATERS Also Special Ban-Lon Separating Thread BROADWAY THREAD CO.

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ELASTIC YARN FOR KNITTING

· All Sizes and Colors

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YARNS FOR SALE AT ATTRACTIVE PRICES

2300 lbs.—1/15¼, tan heather, 6 denier, Turba Orlan, cones

800 lbs.-2/26, char. brown, Turbo Orlan, cones

2500 lbs.-5 run, virgin lamb's wool, assorted colors, cones 1000 lbs.-2/26, lt. beige, 6 denier, Turbo Orlan, cones

1500 lbs.—2½ run, lt. pink, garnetted Orlon, cones 1000 lbs.—3 run, 75% wool/25% Orlon, dark oxford, cones 1200 lbs.—3 run, 75% wool/25% Orlon, lavat brown, cones

1000 lbs.—3 run, lt. blue, garnetted Orlan, cones 1000 lbs.—2/30, med. oxford, Orlan, cones

2200 lbs.—2/30, med. oxford, Orlon, cones 2200 lbs.—1/30, char. brown, Turbo Orlon, cones 500 lbs.—1/13, natural, Turbo Orlon, cones 500 lbs.—1/20, natural, H.B. Orlon, cones

3000 lbs.—1/28, 80% Orlon/20% wool, assorted colors, cones 7500 lbs.—3, 4 and 5 run, 100% wool, assorted colors, cones

SAM SASKEN

1441 Broadway, New York 18, N. Y.

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CONTRACTORS WANTED, CONTRACT WORK WANTED

CONTRACT WORK WANTED

We have 4 cut LH machines. Also 8 cut LH machines, 7 cut TJs. Specializing in reworked Orlon, ladies', men's or children's sweaters.

BOX 20L

WANTED - CONTRACT KNITTING

KNITTED FARRICS ONLY

Supreme circular machine contractor, with good size plant consisting of latest equipment, desires quantity work. Good quality. Quick delivery.

JEM FABRICS, INC. 40-24 22 St., Long Island City 1, N. Y.

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CONTRACT WORK WANTED

MEN'S SWEATERS — fine gauge and bulkies Also fine gauge SPORT SHIRTS Established mill — quality workmanship Quick delivery BOX 40Y

CONTRACTOR AVAILABLE KNITTING ONLY

On Fine Gauge Multi-Feed Interlock Machines

BOX 40

FULL FASHIONED MILL Seeks work on all yarns.

Fur Blend, Orlon or Ban-Lon. Novelties or classics. Highest quality. Men's or ladies'. With your yarn or our yarn.

BOX 40W

SEWING ROOM SUPERVISOR

This ad is being run to attract an outstanding man with sewing room experience in the manufacture of knit outerwear. The opportunity this position offers is unlimited. Our mill is located in the midwest and is one of the largest in its field. All replies will be held in strictest confidence.

EAGLE KNITTING MILLS, INC.

507 South Second Street Milwaukee 4, Wisconsin

HELP WANTED

IF YOU ARE AN EXPERIENCED KNITTING MILL OPERATOR...

Capable of supervising a complete operation — from yarn to box — and command a substantial salary because of your background and ability

YOU ARE THE MAN WE SEEK . . .

to run a mill now operating on men's, boys' and ladies' sweaters in various gauges on diversified equipment.

Sales and administrative abilities are not required for this position.

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SUPERVISOR WANTED

to take complete charge of knitting department consisting of TJ, LH, TAI, Scott & Williams and flat machines. Mill located in New Jersey, 15 minutes from mid-town New York. State salary and experience, first letter.

BOX 522

WANTED SUPERVISOR FOR KNITTING ROOM

Must have knowledge of measuring cloth, controlling yarns, yields, etc., issuing knitting orders, supervising personnel. BOX 26

KNITTER-MECHANIC WANTED

Must be top notch. High salary. Steady work. Good opportunity for right man.

BOX 40X

SHIPPING HEAD WANTED

Circular cotton knitted fabric mill has opening for thoroughly experienced man. Unusual apportunity. Answer briefly, stating past experience. Replies held strictly confidential.

BOX 40R

KNITTING SPECIALIST

Responsible technological position available for a man with experience in

DEVELOPMENT AND STYLING OF
CIRCULAR AND FLAT BED KNITTED FABRICS
Position involves bread application of knitting technology in developing of fabrics and representing the Company to customers at all stages of fabric design, production and marketing.

Location Central Eastern Seaboard, Large Chemical Company which preduces several cellulosic and synthetic fibers.

Applicants should give resume of educational and experience background.

BOX 500Q

TOP NOTCH KNITTER-MECHANIC WANTED

Permanent position with attractive salary for an expert all-around knitter-mechanic, thoroughly familiar with Grosser Flat machines, Links & Links. Nearby Long Island, large city. Excellent living conditions. Reply in confidence. Personal interview will be arranged.

BOX 41

YARN SALESMAN WANTED

Progressive and well-established yarn sales organization requires experienced man. Excellent opportunity. Big earnings for the right man. Our organization knows of this ad.

BOX 40Z

KNITTER WANTED

with some experience on flat bed machines. We will train a qualified young person. Good opportunity, ex-cellent benefits. Send resume, salary desired, etc., to:

BOX 40M

WANTED - SEWING MACHINE MECHANIC

For a prominent Boston knitwear plant. Must be thoroughly experienced on single needle Singer, Overlocks, Loopers and Union Special Cup Seamers. This is a permanent position with a secure future for an experienced man. Good salary and fringe benefits. Please send all particulars in first letter. **BOX 48**

WANTED - KNITTER-MECHANIC

Thoroughly Experienced on Flat Links & Links

Good future - steady.

BOX 47

BOOKKEEPER WANTED

Fully experienced, male or female For Knitting Mill located in Brooklyn **BOX 43**

KNITTER-MECHANIC WANTED

Experienced on LH, TJI, TAI machines, to take complete charge of knitting department. Permanent position, attractive salary, excellent opportunity for the right man.

BOX 40FF

FORELADY WANTED

To supervise all finishing departments in large ladies' sweater mill. Must have full knowledge of cutting, sewing, finishing and quality control, and be capable of instructing and encouraging workers. Mill in North Jersey, less than 15 minutes from Times Square.

BOX 40BB

WANTED: KNITTER-MECHANIC

for sweaters. Thoroughly experienced on LH and TJ circular machines. Steady work. Excellent apportunity for right man.

GERARD KNITTING MILLS, INC.

694 Metropolitan Avenue, Brooklyn, N. Y.

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FOREMAN OR FORELADY WANTED

to take full charge of finishing plant making ladies' and children's cut and sewn sweaters-in Ridgewood area. Good opportunity for the right party. Call MOtt Haven 5-4436 or write BOX 42

KNITTER-MECHANIC WANTED

Links and Links, TJI, Philip and Scott & Williams machines. Steady work. Top salary.

KNIT FASHIONS, INC. 1114 Willow Avenue, Hob oken, N. J. (N.Y.C. WOrth 2-0180)

Oldfield 9-7344

POSITIONS WANTED

GENERAL MANAGER - PRODUCTION COORDINATOR AVAILABLE

Yarn, knitting, cutting, sewing, shipping. Seeks

challenging position with aggressive firm.

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KNITTER-MECHANIC (MACHINIST)

with references, seeks position. Expert on circular and flat knitting machines: Jacquard transfers, Interlock, Leighton, Wildman, Stafford, etc. Producing sweaters, suits, cuffs, bulkies, etc. Technical background — can make and fit any part; no guess work.

34 years experience. G.P.O. Box 364, New York 1, N. Y.

PRODUCTION FOREMAN AVAILABLE

Thoroughly experienced on ladies', boys' and children's cut and sewn sweaters. Sample and pattern maker. Also able to instruct help. Will relocate with reliable firm.

BOX 40FE

KNITTER-MECHANIC AVAILABLE

Experienced on Universal flat for bulkies. Also on TAI. Good knowledge of finishing department, including sewing machines.

BOX 40F

QUALITY CONTROL SUPERVISOR AVAILABLE

Thoroughly experienced, all phases, men's and ladies' sweaters, suits and swimwear. Good background with best houses. Will relocate.

BOX 49

PRODUCTION FOREMAN AVAILABLE

Sewing Department

Experienced full fashioned and cut and sewn ladies' sweaters. Will relocate with reliable firm.

BOX 40E

KNITTER-MECHANIC AVAILABLE

on Supreme ROF and stripers

BOX 44

CLOSEOUTS

KNIT FABRICS, CLOSEOUTS WANTED

Cottons, Jerseys, Nylon Fleece, Lastex, Novelties, Metallics. Woven Piece Goods and Remnants. We pay cash.

CHARMKNIT CORP., 82 Franklin St., N.Y.C. WA 5-6828

CLOSEOUTS WANTED SURPLUS LASTEX & ELASTIC FABRICS

Full pieces—Shorts Any quantity—Fair prices

HERBERT L. TOFFLER AND SONS, INC. MU 5-3906 440 Fourth Ave., New York 16, N. Y.

KNIT CLOSE-OUTS WANTED

Top prices for solids, stripes and fancies.

S. LEVINE AND SONS

639 N. 2nd St., Allentown, Pa., HEmlock 5-3578

BUSINESS OPPORTUNITIES

INTERESTED IN INVESTING

and becoming full time active partner in either established sweater mill selling direct to trade, or established jobbing setup.

All replies held in strictest confidence.

BOX 32

PRODUCTION MAN

with highest references and proven ability seeks to invest in full fashioned knitting mill and/or cut and sewn or with jobber.

BOX 40V

PARTNERSHIP WANTED

By fully equipped, 10,000 sq. ft. mill manufacturing ladies' dresses, suits and sweaters. Investment required. We must have someone with full knowledge of knit goods field.

BOX 46

SERVICES SUPPLIES FOR SALE

BLUESTONE YARN WINDING

400 spindles for swift winding of Orlan, synthetics, worsted, etc. 1,000,000 pounds yearly capacity.

226 Grand Street, Brooklyn 11, N. Y. or call EVergreen 7-1822

SAVE MONEY ON POLYETHYLENE BAGS.

91/2 x 13-G. 001 @ \$5.15 per M-G. 00075 @ \$4.50 per M

11 x 14-G. 001 @ \$6.35 per M-G. 00075 @ \$5.25 per M

LUCKY POLYETHYLENE MFG. CO

454 Berry St., Brooklyn 11, N. Y. EVergreen 8-5403

AVON YARN WINDING CO.

Your assurance of the finest winding and back-winding of Orlon, worsteds, zephyrs, mohair and all synthetics.

CHECK YOUR ADVANTAGES

- Large capacity assures prompt & reliable service
- Expert packing & shipping
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These and other advantages at no extra cost to you.

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SWEATER WASTE

PAYS HIGHEST PRICES FOR KNITTED WASTE

Any time - Anywhere

Call **EVergreen** 6-0022

Out of Town - Call Collect

G & N WOOL CLIPS 55-17 Flushing Avenue Maspeth 78, New York

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WANT TO BUY, SELL OR EXCHANGE-

Yarns-Knitting Machinery and

Equipment—Mill Supplies?

JOBBERS-

Seeking Additional Contractors?

CONTRACTORS-

Seeking Additional Work?

EMPLOYERS-

Need Additional Help?

You're sure to get the results you want—by inserting an inexpensive ad in the Industry's Market Place Section of the "Times."

To Place Your Ad: Call Murray Hill 3-7520 or Use This Handy Order Blank

KNITTED OUTERWEAR TIMES 386 Park Avenue South, New York 16, N. Y	
Gentlemen:	
Insert the ad written below in	issue
TRADE WANTS	DISPLAY AD
Rates per insertion: 35c per word; 40c if set in capitals. Box number counts as 2 words. Minimum cost per adv. — \$5.50. Positions wanted — \$5.00.	2" — \$11.00 4" — \$22.00 10" — \$55.00
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(Use separate sheet if necessary. Attach this order blank.)

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RATES: one insertion—35 cents per word. Words set completely in capitals

40 cents per word. Box numbers count as two words. Minimum cost of
advertisement—55.50. Minimum cost of Positions Wanted advertisements

55.00. Trade Wants for Monday's paper must be in by preceding Wednesday, 2 P.M. Please enclose payment with your order.

Bulky production available on 4 cut Universals and 5 cut TJI machines. Box 40DD.

Box 40DD.

For Rent, 6000 ft. loft, equipped with steam, light and power. SLocum 6-

For Sale: 1—14 cut and 1—18 cut Philip interlock machines. Box 40HH.

Contractor wants additional work on 4 cut Supreme and 4 cut Universal trimming. Also fine gauge Ban-Lon and Orlon. Box 40JJ.

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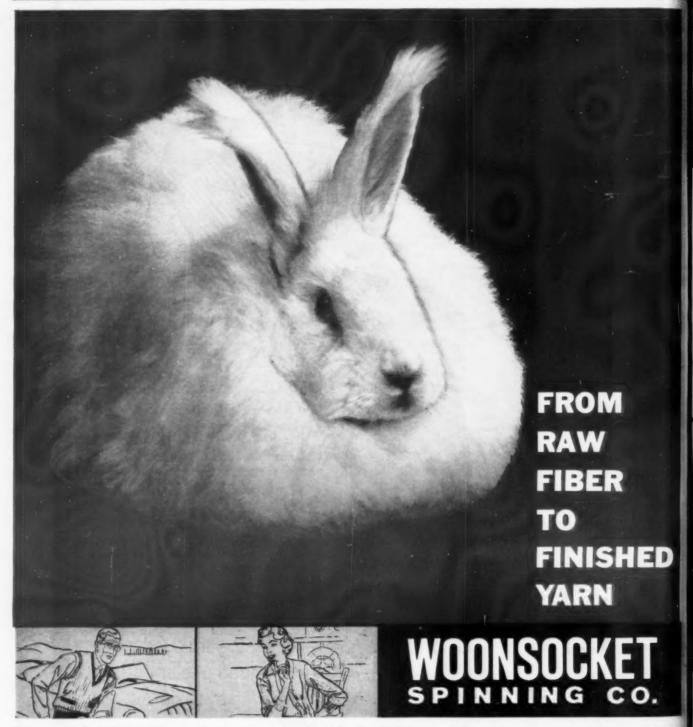
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